## SUSTAINABILITY THOUGHTS 155: HOW DOES A GENERAL PERFECT SOCIAL MARKET PARADIGM EVOLUTION MODEL IS EXPECTED TO WORK? THE CASES OF EXPANDING SOCIAL MARKETS, OF SAVING SOCIAL MARKETS FROM COLLAPSE, AND OF THE FALL OF SOCIAL MARKETS DUE TO BINDING ECONOMIC EXTERNALITY PRESSURES

**Lucio Muñoz***

*Independent Qualitative Comparative Researcher / Consultant, Vancouver, BC, Canada

**ABSTRACT**

If we place a general perfect market evolution model under externality neutrality assumptions, we can extract the environment under which a dominant component perfect markets operate, which allows for the possibility of forever growth and no collapse. However, if we place it under a framework of no externality neutrality assumption, then the model shows limits to growth and the possibility of collapse. And if the risk of collapse is real, the dominant component market model can either be saved or it can collapse if it cannot be saved. The saving mechanism allows for either a full fix or just a patch, but it all depends on whether or not there are paradigm shift knowledge gaps as well as political and academic will. If the market cannot be saved, it will flipped perfectly or imperfectly to opposite and inverse opposite forms, and if possible they will flip towards a market form that still allows them to keep at least some of the core values they had before the flip. The above holds true for any dominant component based market, and this paper focus its attention on the perfect social market model, which makes the following questions relevant: How does a general perfect social market paradigm evolution model is expected to work? The cases of expanding social markets, of saving social markets from collapse, and the case of the fall of social markets due to binding economic sustainability pressures.

**Key Words**: Perfect markets, imperfect markets, perfect social markets, imperfect social markets, externality neutrality assumption, binding economic sustainability gaps, paradigm evolution, dominant paradigm, market expansion, market collapse, fully fixing markets, partially fixing markets, paradigm shift, paradigm flip, perfect paradigm shift, perfect paradigm flip, imperfect paradigm shift, imperfect paradigm flip.

## 1. INTRODUCTION
### 1.1 The general perfect market evolutions model

If we have a dominant component based perfect market of the form $M = X_y$, where X is the dominant component driving the market; and "y" is the passive component, then all possible evolutions routes if under externality pressures available to this market M can be summarized as previously indicated(Muñoz 2021) as it is done in Figure 1 below:
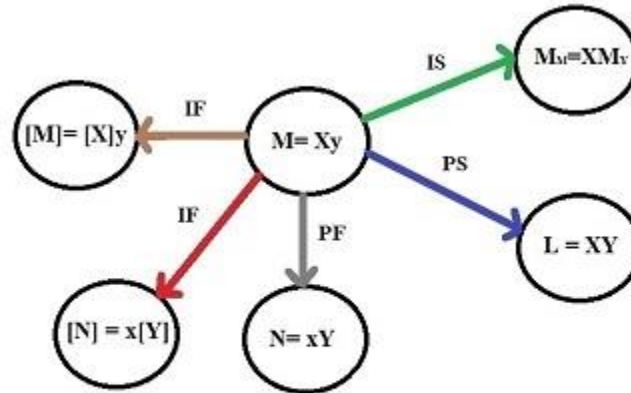
Figure 1    Paradigm M under all types of pressures provides the structure of the general paradigm evolution model under sustainability gap pressures pressures(SGy)

We can appreciate the following based on Figure 1 above about the perfect model M = Xy: i) Model M is the dominant component X perfect market; ii) Model L is a two dominant component based market; iii) Model $M_M$ is the externality "y" based externality management market; iv) Model N is the perfect inverse opposite market to M, a dominant component Y perfect market; v) Model [N] is a dominant component Y based dictatorship market, and the imperfect inverse opposite model to M; and vi) Model [M] is a dominant component X based dictatorship market and the opposite model to M.

Therefore, Figure 1 above summarizes all possible paradigm evolution routes for all possible dominant component based perfect markets. In other words, the paradigm evolution routes for perfect market M in Figure 1 above hold for any dominant component based perfect market such as the perfect social market or the perfect economic market or the perfect green market or the perfect red market, and so on. Notice that the traditional market model given to the world by Adam Smith(Smith 1776) has a dominant economy structure consistent with the perfect economy structure under equality neutrality assumptions.

## 1.2  The structure of the perfect social market model

A market where the society(A) is the dominant component and where the economy(b) is a passive component is known as the perfect social market(PSM), which can be stated analytically as follows:

**PSM = Ab**

Hence a perfect social market(PSM) is the market where there is social(A) growth without producing economic externalities(b).

## 1.3 Transforming the general perfect market evolution model in Figure 1 into a general perfect social market evolution model

If we make the perfect social market PSM = Ab equal to the perfect market M = Xy in Figure 1 above, then PSM = M and A = X and y = b. With this information we can find the corresponding market structures of the perfect social market under economic sustainability pressures consistent with all those structures in Figure 1 above as shown in the Table below:

**Table 1**

-----------------------------------------------------------------------------------------------------------------

| General market structures | Corresponding market structure | Name of market structure |
|---|---|---|
| $M = Xy$ | $M = Ab = PSM$ | The perfect social market |
| $L = XY$ | $L = AB = RM$ | The perfect red market |
| $M_M = XM_Y$ management | $M_M = AM_B = PSM_M$ | Social market under externality |
| $N = xY$ | $N = aB = PECM = TM$ | The perfect economy market |
| $[N] = x[Y]$ | $[N] = a[B] = [PECM] = [TM]$ | The imperfect economy market |
| $[M] = [X]y$ | $[M] = [A]b = ISM = [PSM]$ | Social market under dictatorship |

-----------------------------------------------------------------------------------------------------------------

Notice that here B = dominant economy, C = dominant environment, A = Dominant society, b = passive economy, c = passive environment, and a = passive society, where passive components can be externalities and dominant components are drivers of growth. Also notice for example that the red market is a two dominant component based perfect model(RM = AB) and that the perfect social market is a one dominant component based perfect model(PSM = Ab).

The structure of the general social market paradigm evolution model under economic sustainability gap pressures can be put together using the information obtained in Table 1 above as indicated in Figure 2 below:
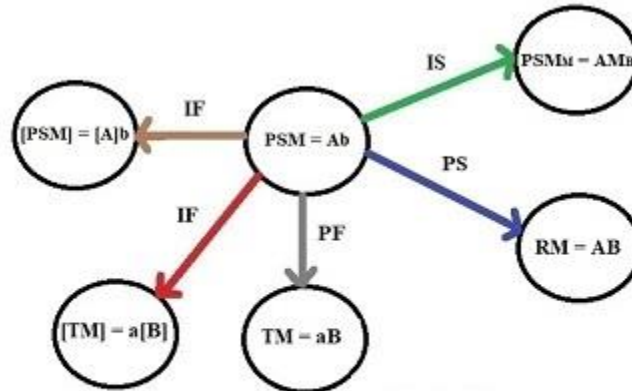
Figure 2  The perfect social market (PSM) under all types of pressures provides the structure of the general social market paradigm evolution model under economic sustainability gap pressures($SG_B$)

We can say the following based on Figure 2 above about the perfect social market model PSM = Ab: i) The social market model( PSM = Ab) at the center is a one dominant component(A) perfect market as only the society(A) is in dominant form; ii) The perfect red market model(RM = AB) is a two dominant component based perfect market as both the society(A) and the economy(B) are in dominant form at the same time; iii) The social market model under economic externality management($PS_M = AM_B$) is the economic externality management based imperfect market; iv) The perfect economy market(TM = aB) is the perfect inverse opposite market to the social market PS, an economy dominant component B perfect market; v) The imperfect economy market model([TM] = a[B]) is an economy dominant component [B] based economic dictatorship market and the imperfect inverse opposite model to the social market PSM; and vi) The imperfect social market model ([PSM] = [A]b) is a one dominant component [A] based social dictatorship market and the opposite model to the social market(PSM).  Notice that in this type of thinking even the existence of authoritarian based markets is consistent with paradigm flip theory under economic externality pressures.

Hence, Figure 2 above summarizes all possible paradigm evolution routes available to perfect social markets when under economic sustainability gap pressures.

## 1.4 The need to understand how the general perfect social market evolution model is expected to work when under economic externality neutrality assumptions and when under binding economic externality assumptions

As shown above, if we transform a general perfect market evolution model under externality neutrality assumptions in Figure 1 into a general perfect social market evolution model as in Figure 2, we can extract the environment under which perfect social markets operate, which allows for the possibility of forever growth and no collapse.  However, if we place this perfect social market under a framework of no externality neutrality assumption, then the social market model shows limits to growth and the possibility of collapse.  And if the risk of collapse is real, the one dominant component based perfect social market model can either be saved or it can

collapse if it cannot be saved. The saving mechanism allows for either a full economic fix or just an economic patch, but it all depends on whether or not there are economic externality market based and red market based paradigm shift knowledge gaps together with political will and academic will. The key role that paradigm shift knowledge gaps have in either supporting efforts to save a paradigm from collapse or in leading to its collapse have been recently pointed out(Muñoz 2020).

Notice that the imperfect red social market ISM = [PSM] = [A]b has the same structure of the red socialism model under social freedom neutrality assumptions given to us by Karl Marx(Marx and Engels 1848) as [KM] = [A]b so that [PSM] = [KM] = [A]b since red socialism is based on the principle of social equality without freedom. If the perfect social market cannot be saved because there are economic externality management based and red market based paradigm shift knowledge gaps at the same time, then it will flip perfectly or imperfectly to opposite or inverse opposite forms, and if possible it will flip towards a market form that still allows it to keep at least some of the core values it had before the flip. The discussion above makes the following question relevant: How does a general perfect social market paradigm evolution model is expected to work? The cases of expanding social markets, of saving social markets from collapse, and the case of the fall of social markets due to binding economic sustainability pressures. Among the goals of this paper is to provide a detailed answer, both analytically and graphically, to this question.

## 2. GOALS OF THIS PAPER

a) To point out how the perfect social market model PSM is expected to work under economic externality neutrality assumptions; b) To indicate how the perfect social market model PSM under binding economic externality assumptions can be saved from collapse by a full economic fix or by an economic patch; and c) To highlight how the perfect social market model PSM under binding economic externality assumptions will evolve if it cannot be saved and collapses.

## 3. METHODOLOGY

First, the terminology used in this paper is introduced. Second, the operational concepts and typology of paradigms and paradigm evolution rules are shared. Third, the structure of the perfect social market model PSM when under unlimited growth is pointed out, analytically and graphically. Fourth, the structure of the perfect social market model PSM when under full economic fix and under partial economic fix or saving options is highlighted, analytically and graphically. Fifth, the structure of the perfect social market model PSM when it collapses as it cannot be fixed is shared analytically and graphically to point out available evolution routes. And finally sixth, some food for thoughts and relevant conclusions are provided.

## Terminology
---------------------------------------------------------------------------------------------

M1 = Perfect market M1            [M1] = Imperfect market M

[M1] = Authoritarian market M1     $M1_M$ = M1 under externality management

PS = Perfect shift                    IS = Imperfect shift

PF = Perfect paradigm flip            IF = Imperfect paradigm flip

M = Perfect lower level market M      N = Perfect lower level market N

L = Perfect higher level market L      [ ] = Authoritarianism

[M] = Market M under authoritarianism     [N] = Market N under authoritarianism

PSM = Perfect social market              [PSM] = Imperfect social market

RM = Perfect red market                  [RM] = Imperfect red market

[KM] = Red socialism market               TM = The perfect economy market

[TM] = Imperfect economy market    $PSM_M$ = Social market under externality management

ISM = Imperfect social market = [PSM] = [KM]

------------------------------------------------------------------------------------------------

**Operational concepts, types of market structures and model evolution rules**

**a) Operational concepts**

**1) Perfect market,** *a market where there is dominant component equality and freedom*

**2) Imperfect market,** *a market where there is component equality, but not freedom*

**3) Perfect paradigm shift,** *a shift from a perfect market to a higher level perfect market*

**4) Paradigm management,** *the handling of cost externalization through externality management*

**5) Paradigm flip,** *a flip to the opposite paradigm or a flip to the inverse opposite paradigm*

**6) Perfect paradigm flip,** *a flip to the perfect inverse opposite paradigm or a flip to the imperfect inverse opposite paradigm*

**7) Imperfect paradigm flip,** *a flip to the imperfect inverse opposite paradigm or a flip to the perfect inverse opposite paradigm*

**8) Authoritarian market,** *an imperfect market*

**9) Sustainability market,** *the perfect market where there is full co-component equality and freedom*

**10) Externality management market**, *the market where there is partial co-component equality, but no freedom.*

**b) Type of market structures**

Given the dummy market models $M_1$= Xy and $M_2$= xY, the following can be said about different market structures:

*1) Perfect markets*

There is dominant component equality and freedom

**$M_1$ = Xy = A dominant component X perfect market**

**$M_2$ = xY = A dominant component Y perfect market**

*2) Imperfect markets*

There is dominant component equality, but no freedom, they are dictatorship based markets

**$[M_1]$ = [X]y = A dominant component X imperfect market**

**$[M_2]$ = x[Y] = A dominant component Y imperfect market**

*3) Externality management market*

They are ongoing government intervention based markets

**$M_{M1}$ = $XY_M$ = A dominant component X externality Y management market**

**$M_{M2}$ = $X_M Y$ = A dominant component Y externality X management market**

**4) The sustainability market**

The perfect market where there is full co-component equality and freedom

**S = $M_1.M_2$ = (Xy)(xY) = XY**

Details about paradigm merging rules and paradigm shift rules can be found in the publication about paradigm evolution and sustainability thinking(Muñoz 2019).

**c) Model evolution rules**

*i) Perfect paradigm shift*

The externality gap affecting the market, y or x, is fully closed and internalized, in perfect markets and imperfect markets

**PS**

**$M_1$ = Xy-------------$\rightarrow$ $M_3$ = XY**

**PS**

$M_2 = xY$-------------→ $M_3 = XY$

**PS**

$[M_2] = x[Y]$-------------→ $[M_3] = [XY]$

### ii) Imperfect paradigm shift

The externality gap affecting the market, y or x, is patched and managed as an externality problem, in perfect markets and imperfect markets

**IS**

$M_1 = Xy$-------------→ $M_4 = XM_Y$

**IS**

$M_2 = xY$-------------→ $M_5 = M_XY$

**IS**

$[M_2] = x[Y]$-------------→ $[M_5] = [M_XY]$

### iii) Perfect paradigm flip

Paradigms flip to the perfect inverse opposite model, in perfect markets and in imperfect markets

**PF**

$M_1 = Xy$------------→ $M_2 = Xy$

**PF**

$M_2 = xY$------------→ $M_1 = Xy$

**PF**

$[M_2] = x[Y]$-------------→ $[M_1] = [X]y$

### iv) Imperfect paradigm flip

Paradigms flip to the imperfect inverse opposite model, in perfect markets and in imperfect markets

**IF**

$M_1 = Xy$------------→ $M_6 = x[Y]$

**IF**

$$M_2 = xY\text{-------------}\rightarrow M_7 = [X]y$$

$$\text{IF}$$

$$M_7 = [X]y\text{------------}\rightarrow \quad M_2 = xY$$

**The perfect dominant component based social market PSM under economic externality neutrality assumptions**

If the perfect social market model PSM = Ab in Figure 2 above operates under economic externality neutrality assumptions, then the pressures from the economic externality "b" it generates when expanding are irrelevant as indicated by all the broken arrows; and therefore, there is no need to evolve as by assumption it is not under sustainability threats from economic externality 'b', a situation that can be indicated as in Figure 3 below:
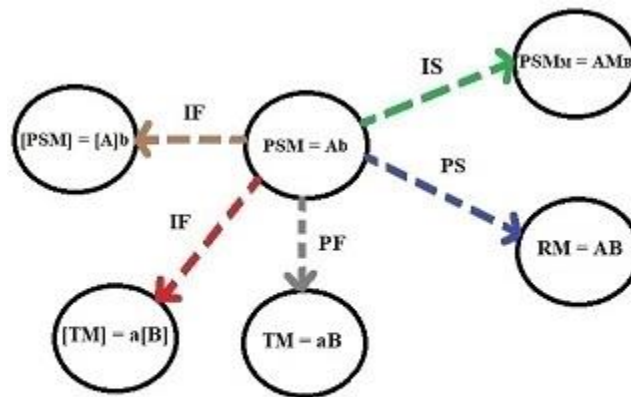


Figure 3 The perfect social market (PSM) under no economic externality "b" pressures provides the structure of a market without limits to growth and no fear of collapse

The broken arrows in Figure 3 above indicate the idea that under economic externality neutrality assumptions there is no need to fix the paradigm nor there is a need to flip to other paradigm forms as the paradigm cannot collapse since growth is unlimited or it has no economic limits.

In other words, under economic externality neutrality assumptions the perfect social model PSM can expand for ever without generating economic externalities such as 'b', which allow it to operate outside the pressures of sustainability gaps($SG_B$) from passive economic component "b" as indicated in Figure 4 below:
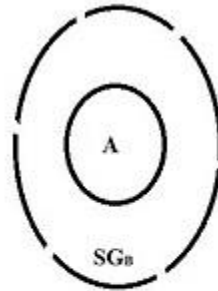
Figure 4  The perfect social market(PSM)
under no limits to growth as
the economic externality driven
sustainability gap SG$_B$ is non-
binding since PSM = Ab

We can see based on Figure 4 above that without economic sustainability gap pressures SG$_B$ = 0 by assumption, the perfect social market model PSM driven by dominant component A displays unlimited growth as it could expand for ever without economic sustainability gap's restrains.  In other words a perfect market like the social market PSM can expand for ever under economic externality neutrality assumptions.

**The perfect dominant component based social market model PSM under binding economic externality assumptions**

When there is no economic externality neutrality assumptions there are sustainability gap pressures(SG$_B$ = b) so that when economic externalities become binding(BSG$_B$ = a), they place limits to the growth of the perfect social market model PSM as shown in Figure 5 below:
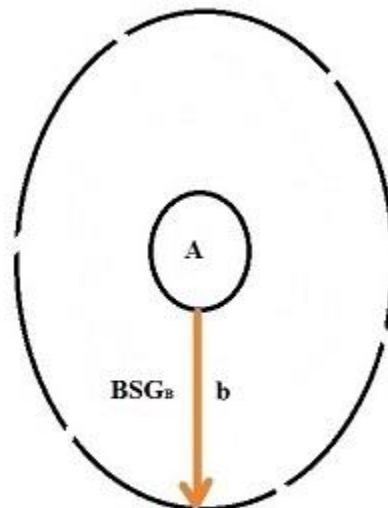


Figure 5  The perfect social market(PSM) under
binding economic sustainability gap pressures
BSG$_B$ so PSM = Ab

Figure 5 above points out that economic externality "b" can become a binding externality $BSG_B$ capable of even forcing the collapse of the perfect social market model PSM if no action is taken to save it. In other words, when the economic externally "b" becomes a binding externality($BSG_B$) it forces stakeholders to fix it, fully or partially, to save it to maintain the core values of the perfect social market PSM or it forces them to accept that the perfect social market PSM as it is known will collapse and flip to take the form of other paradigms with different core values. Hence, we should expect that stakeholders who support the perfect social market model PSM will first try to take actions to save it; and only and only when they cannot save the perfect social market paradigm they will accept the collapse and flip options.

**i) The options available to save the perfect social market model PSM from collapse under binding economic sustainability gap pressures**

To avoid the collapse of the perfect social market PSM under binding economic sustainability gap pressures($BSG_B$) from externality "b", we have two options: i) a full economic fix by shifting it to perfect red market model "RM" where there are no longer pressures from externality 'b" and ii) a partial economic fix by placing the perfect social market model PSM under economic externality "b" management frameworks $PSM_M$, as it can be appreciated in Figure 6 below:
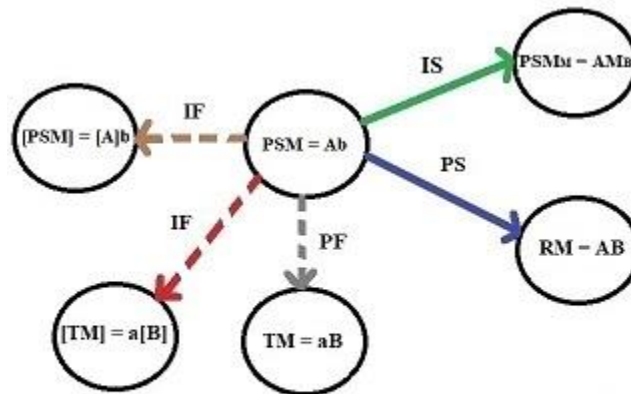


Figure 6   The perfect social market (PSM) under binding economic externality pressures and the ways to avoid collapse provides the structure of a full economic fix and of a partial economic fix

The continuous arrows in Figure 6 above indicate the two options available to save the social market PSM from collapse; and the broken arrows indicate that if the social market paradigm can be saved there will be no collapse; and therefore, there will be no paradigm flips to opposing views paradigms. The blue arrow in Figure 6 above shows the perfect shift(PS) from the perfect social market model PSM to a higher level perfect market model RM or red market; and the green arrow indicates the imperfect shift(IS) from the social market model PSM to externality management based social market model $PSM_M$, those shifts are addressed analytically below.

**1) The perfect economic fix option**

The blue arrow in Figure 6 above shows the full economic fix option, the perfect shift(PS) from the perfect social market PSM = Ab to the perfect red market RM = AB, which is achieved by internalizing the economic externality cost of "b" in the pricing mechanism of the perfect social market PSM so it perfectly shifts, a situation that can be expressed analytically as follows:

$$\text{PS}$$

$$\text{PSM = Ab} \text{--------------------} \rightarrow \text{RM = AB}$$

The expression above tells us that if "b------->B", then the perfect social market model PSM will perfectly shift(PS) to the perfect red market model "RM" as there are no longer externality gaps associated with the cost of economic externality "b".

### 2) The partial economic fix option

The green arrow in Figure 6 above indicates the partial economic fix option, the imperfect shift(IS) from perfect social market PSM = Ab to imperfect externality management based social market $PSM_M = AM_B$], which is achieved by managing the economic externality cost of 'b' as "$M_B$" so that $BSG_B = b > M_B$, which sets externally the new pricing mechanism of the imperfect economic externality management based social market $PSM_M$ so it imperfectly shifts, a situation that can be expressed analytically as follows:

$$\text{IS}$$

$$\text{PSM = Ab} \text{--------------------} \rightarrow \text{PSM}_M = \text{AM}_B$$

The expression above tells us that if "b------->$M_B$", then the perfect social market model PSM will imperfectly shift(IS) to imperfect economic externality management based social market model $PSM_M$, a market where still there is a remaining economic externality gap associated with externality "b" since $BSG_B = b > M_B$.

### 3) The role of paradigm shift knowledge gaps in terms of the best saving option to implement

If there are no red market based paradigm shift knowledge gaps, then whether to implement a full economic fix or a partial social fix to save the social market paradigm may depend on politics and academic will, not on science. If there are no red market based paradigm shift knowledge gaps then the best solution to save the dominant perfect social market paradigm is the science based solution, which is the implementation of the full social market fix through full economic externality cost internalization to induce a perfect shift. However, the science based solution may not be politically feasible so implementing a partial economic fix through economic externality management frameworks may be the politically feasible option as social market prices can then be kept lower. But implementing a non-science based solution when there are no red market based paradigm shift knowledge gaps because it is more politically feasible requires the existence of willful academic blindness as when there are no red market based paradigm shift knowledge gaps science leads to a full economic fix, not to a partial economic fix. If there are red market paradigm shift knowledge gaps, but there are no knowledge gaps affecting the implementation of the partial

economic fix, then such a partial economic fix to the social market may be used to gain time to close the red market based paradigm shift knowledge gaps for a later transition to the perfect red markets. Notice that a partial economic fix of the social market model PSM in the long term may collapse as the remaining economic externality gap affecting the economic externality management based social market is still active. If there were both, economic externality management based knowledge gaps and red market based knowledge gaps at the same time, then the social market cannot be fixed and it would collapse.

**ii) The option of perfect social market model PSM collapse when it cannot be saved from binding economic externality pressures**

If the perfect social market model PSM is under binding economic externality pressures($BSG_B$) and there are red market based paradigm shift knowledge gaps and there are economic externality management market based paradigm shift knowledge gaps or the partial economic fix fails in the long term due to growing $b > M_B$, then the perfect social market cannot be saved, and this perfect social market will collapse. And hence, if the perfect social market cannot be saved, it will flip perfectly or imperfectly to opposite or inverse opposite forms, and if possible it will flip towards a market form that still allow it to keep some of the core values it had before the flip.

When a perfect market model like the social market model PSM cannot be saved it will flip as shown in Figure 7 below:
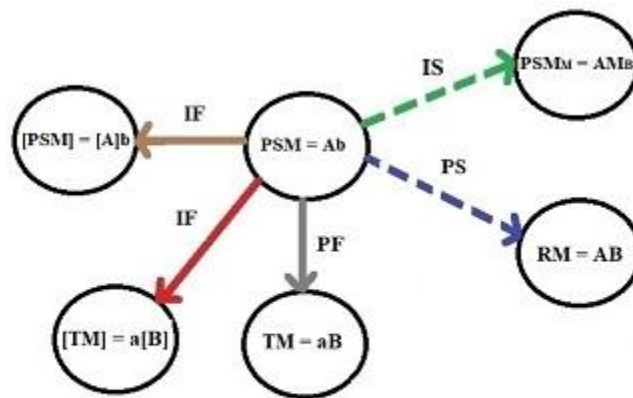


Figure 7 The perfect social market (PSM) under binding economic externality pressures when it can not be saved and collapses provides the structure of all possible paradigm flip routes.

The broken arrows in Figure 7 above tell us that the perfect social market paradigm PSM cannot be saved and that for this reason it has 3 paradigm evolution options: i) a perfect flip(PF) from perfect social market PSM = Ab to the inverse opposite perfect economy market TM = aB as indicated by the gray arrow; ii) an imperfect flip(IF) from perfect social market PSM to the inverse opposite imperfect economy market [TM] = a[B] as indicated by the red arrow; and iii) an imperfect flip(IF) from perfect social market PSM to imperfect social market ISM = [PSM] = [A]b as indicated by the brown arrow. These paradigm flips are described in detailed below:

**1) The perfect flip from perfect social market PSM to perfect economy market TM**

The flip from perfect social market PSM to perfect economy market TM as indicated by the gray arrow can be stated as follows:

**PF**

**PSM = Ab---------------------→ TM = aB**

Notice that when perfect dominant components "A" go perfectly to passive component "a" and passive component "b" goes to dominant component "B" so that A-----→a and b-----→B, then the perfect social market model PSM flips to the perfect economy market model TM. It is a flip from a perfect market to the inverse opposite perfect market.

**2) The imperfect flip from the perfect social market PSM to perfect inverse opposite economy market model [TM]**

The flip from perfect social market PSM to imperfect inverse opposite economy market [TM] can be written as follows:

**IF**

**PSM = Ab---------------------→ [TM] = a[B]**

Notice that when perfect dominant components "A" go to "a" so that A----→ a and when b-----→[B] , then the perfect social market model PSM flips to the imperfect economy market [TM]. It is a flip from a perfect market to the imperfect inverse opposite dominant component market or dictatorship based economy market.

**3) The imperfect flip from perfect social market PSM to the opposite social market**

The flip from perfect social market PSM to imperfect social market [PSM] can be indicated as follows:

**IF**

**PSM = Ab---------------------→ [PSM] = [A]b**

Notice that when perfect dominant components "A" go imperfectly to '[A]" so that A-----→[A] and passive component "b" stays passive, then perfect social market model PSM flips to imperfect social market model ISM = [PSM]. It is a flip from a perfect market to a dictatorship based market.

**4) Political and legal loyalty structures and core values and paradigm flips after collapse**

After paradigm collapse, the political and legal loyalty under which perfect social market PSM operated flips to the political and legal loyalty structure under which the new paradigms operate. If stakeholders, take steps long before or just before the collapse to transition towards a

preferred flip structure that allows them to keep some portion of the core values the collapsing model had before the collapse they will try to transition there. For example, a flip from perfect social markets to either imperfect economy market or imperfect social markets means a total loss of their freedom based core values, but a flip to a perfect economy market still allows them to keep some of those freedom based core values so when stakeholders know that the perfect social market is collapsing they will try or they should be expected to try to transition towards perfect economy markets or free economic markets.

**4. FOOD FOR THOUGHTS**

a) Does the flip from perfect social markets to imperfect social markets means a flip in political and legal loyalties? I think yes, what do you think?; b) Are both, dictatorship based social markets and economic externality management based social markets, imperfect markets? I think yes, what do you think?; and c) Is a dictatorship based social market a social market without social freedom? I think yes, what do you think?

**5. CONCLUSIONS**

1) It pointed out that under economic externality neutrality assumptions the perfect social market model has no limits for growth; 2) It was indicated that the perfect social market paradigm can be saved from collapse when under binding economic externality pressures, both through a full economic fix or a partial economic fix; 3) It was highlighted that if there are no red market based paradigm shift knowledge gaps, then the full economic fix is the science based solution, but it may be the less politically feasible option; 4) It was stressed that implementing the non-science based solution or partial economic fix to save the perfect social market paradigm when there are not red market paradigm shift knowledge gaps because it is a more politically amenable option needs the existence of willful academic blindness; 5) It was mentioned that if the perfect social market paradigm cannot be saved because of the existence of red market based paradigm shift knowledge gaps and economic externality management market based knowledge gaps or the partial economic fix fails, then it will collapse and flip to either the opposite model or to the perfect inverse opposite model or to the imperfect inverse opposite model; and 6) It was said that if actions are taken to transition to a preferred paradigm flip when approaching paradigm collapse in order to maintain the some portion of the core values they had before the collapse like when flipping from perfect social markets to perfect economy markets they should be expected to transition there so as to keep their core freedom based values.

**REFERENCES**
Marx, Karl and Friedrich Engels, 1848. **Communist Manifesto**, *Communist League*, London, UK

Muñoz Lucio, 2019. **Paradigm Evolution and Sustainability Thinking: Using a Sustainability Inversegram to State Paradigm Death and Shift Expectations Under Win-Win and No Win-Win Situations**. In: *Current Perspective to Economics and Management,* Vol. 1, Chapter 2, June 12, Book Publisher International, London, UK.

Muñoz, Lucio, 2020. **Sustainability thoughts 120: How are paradigm shift knowledge gaps created? In which ways can they lead to the mishandling of expected paradigm**

**shifts?.** **In:** *International Journal of Management studies and Social Science Research(IJMSSSR),* Vol. 2, Issue 4, July-August, Pp 267-275, **ISSN: 2582-0265**, India.

Muñoz, Lucio, 2021. **Sustainability thoughts 135: How can a general paradigm evolution model aimed at capturing all possible market evolution routes in response to binding sustainability gap pressures be stated step by step?,** In: *CEBEM-REDESMA Boletin*, Año 15, Nº 6, June, La Paz, Bolivia.

Smith, Adam, 1776. The Wealth of Nations, W. Strahan and T. Cadell, London, UK.