



Short Elucidating Note 109: Using the Conjunctural Causality Truth Table to Point Out Step by Step the Possible Evolution Routes for A Shift from Deep Capitalism Optimality Thinking to Fully Conjunctural Optimality Thinking a La True Sustainability Markets

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Abstract: If we know the model structure of perfect paradigms we can create the conjunctural state under which each of them operates, creating in the process model structure and conjunctural state truth tables. Knowing both the model structure and the conjunctural state we can state the structure of paradigm shifts from deep paradigms to true sustainability paradigms, either as a two step shift route or as a one step shift route using both model variability theory and conjunctural state variability theory. This paper is about framing the model and the conjunctural state shift from deep capitalism/deep economy to yellow sustainability or true sustainability while highlighting the main implications of each deep paradigm shift route emphasizing that when the shift takes place the independent economic pareto optimality thinking under which it operates is left behind as it takes higher level of responsibility either at a step by step shift or by one step shift.

Keywords: Conjunctural state, Model structure, Deep socialism, Red market, Socio-environmental market, Yellow sustainability, true sustainability, conjunctural state, deep socialism pareto optimality state, red market pareto optimality state, socio-environmental market pareto optimality state, yellow sustainability pareto optimality state, vertical evolution

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INTRODUCTION

The model structure and the conjunctural state structure of each market when you have a system with social (A), economic (B), and environmental (C) components so that $M = A + B + C$

The truth table showing the paradigm structure and conjunctural state of each of the 8 paradigm possible in a system where there are social components(A),

economic components (B) and environmental components (C) has been recently shared (Muñoz 2025a) as in similar fashion as shown in Table A below, where a capital letter means that component is present in dominant or active form (e.g. A = 1 = present in dominant form; and where a lower case letters means that the component is absent in dominant or active form (eg. a = 0 = absent in dominant form:

Table A: Paradigm and Conjunctural State Truth Table

Paradigm structure	Conjunctural state
M1 = abc = the fully unsustainable market	(0,0,0)
M2 = Abc = the deep socialism market	(1,0,0)
M3 = aBc = The deep economy market	(0,1,0)
M4 = abC = The deep environmental market	(0,0,1)
M5 = ABC = The red market	(1,1,0)
M6 = aBC = The green market	(0,1,1)
M7 = AbC = The socio-environmental market	(1,0,1)
M8 = ABC = Yellow sustainability market	(1,1,1)

The possible shift routes for the deep capitalism market towards yellow sustainability.

Deep capitalism markets have two externality problems, social externalities (a) and environmental

externalities(c), and depending on whether we want to fix those externality problems one problem at a time or all problems at the same time, then we can have two step deep capitalism/deep economy paradigm shift routes

towards yellow sustainability such as the red market route or the green market route or we can have one step deep capitalism/deep economy paradigm shift route towards yellow sustainability, and these routes linked to

maintaining the key paradigm value of economic responsibility are highlighted with yellow in Table B below:

Table B: Paradigm and Conjunctural State Truth Table

Paradigm structure	Conjunctural state
M1 = abc = the fully unsustainable market	(0,0,0)
M2 = Abc = the deep socialism market	(1,0,0)
M3 = aBc = The deep economy market	(0,1,0)
M4 = abC = The deep environmental market	(0,0,1)
M5 = ABC = The red market	(1,1,0)
M6 = aBC = The green market	(0,1,1)
M7 = AbC = The socio-environmental market	(1,0,1)
M8 = ABC = Yellow sustainability market	(1,1,1)

Two possible ways to point out the evolution routes for a shift from deep capitalism/deep economy optimality thinking to fully conjunctural optimality thinking a la sustainability market based Pareto optimality thinking

There are different, but consistent ways to point of the paradigm evolution routes, one is using paradigm or model component shift theory, where we look at component variability as we move up vertically from lower responsibility models to higher responsibility ones, and the other way is using conjunctural state shift theory, where we look at the evolution of conjunctural states as we move up vertically from independent pareto optimality thinking to partially codependent optimality thinking to fully codependent optimality thinking; and these two ways are pointed out one by one in detail below, in this case focused on possible deep capitalism/deep economy shift routes:

The case of deep capitalism/deep economy shift routes in terms of model structure shift under component variability theory

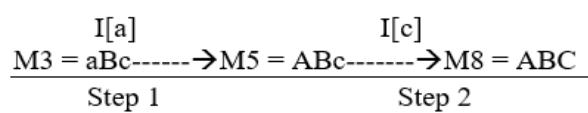
As indicated above and consistent with the truth table above, the deep capitalism/deep economy model M3 has 3 different paradigm shift routes towards the yellow sustainability model, a two step model evolution route via red markets M5, a two step model evolution route via green markets M6, and a one step model route, a direct model shift to the yellow sustainability model M8, each of them is described below as vertical paradigm shift routes:

A) The model shift via the red market route

Below is an analytical and graphical view of the deep capitalism/deep economy market from the point of view of model shift via red markets:

i) Analytically

The structure of the shift from deep capitalism/deep economy based model optimality (M3) to yellow sustainability based model optimality (M8) in two steps via red markets (M5) is shared below:



In the first step, when deep capitalism/deep economy (M3) internalizes the social externality $I[a]$ it shifts to red markets (M5), a shift from an economy only market (M3) to a socio-economic market or society and economy market (M5). In the second step, when red markets (M5) internalize the environmental externality $I[c]$ they shift to yellow sustainability markets (M8), a shift from a society and economy market to a society, economy and environment market or yellow sustainability market. See here, the first shift is from a full independency based market to a partially codependent market, and then a shift from a partially codependent market to a fully codependent market. Notice that when at M5 we leave the knowledge base of M3 behind, and when at M8 we leave both the knowledge base of M3 and M5 behind.

Implication 1:

The shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) is first a shift from economic Pareto optimality to socio-economic based Pareto optimality, and then a shift from socio-economic Pareto optimality to true sustainability based Pareto optimality; and hence, it reflects a series of shifts towards higher level Pareto optimality positions. At these higher level Pareto optimality positions the core values of the previous paradigm are saved or reflected as for example M5 reflects economic responsibility and M8 displays socio-economic responsibility.

ii) Graphically

The two step shift from deep capitalism/deep economy (M5) to yellow sustainability (M8) via red markets (M5) can be indicated graphically as shown below:

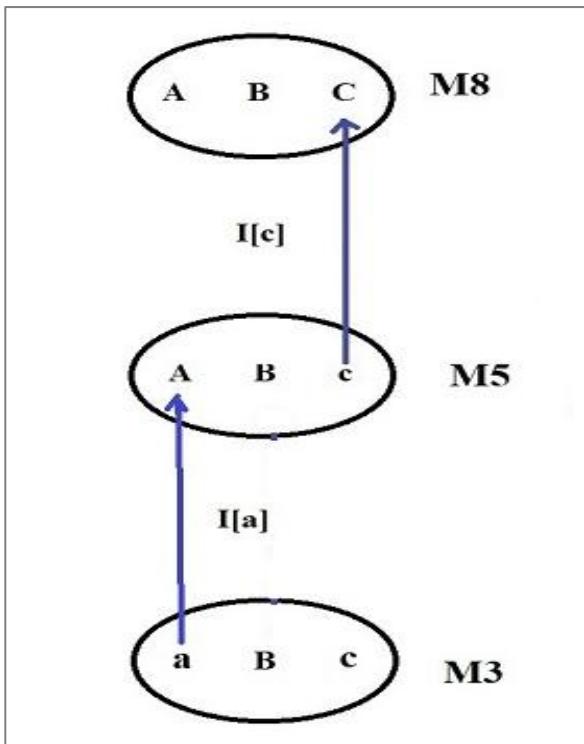


Figure 1: The two-step shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) via red markets (M5).

Implication 2:

The shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) via red markets (M5) is a shift from lower level Pareto optimality positions or lower model responsibility positions to the highest level Pareto optimality position or highest model responsibility position, a shift from full externality irresponsibility (M3) to partial externality responsibility (M5) to full externality responsibility (M8). As we go up, the knowledge base of the previous paradigm no longer works, but the core values of the previous paradigm are kept.

B) The model shift route via the green market route

Below is an analytically and graphical view of the deep capitalism/deep economy from the point of view of model shift via green markets:

i) Analytically

The structure of the shift from deep capitalism/deep economy based model optimality (M3) to yellow sustainability based model optimality (M8) in two steps via green markets (M6) is indicated below:

$$\begin{array}{ccc}
 & \text{I[c]} & \text{I[a]} \\
 \text{M3} = aBc & \xrightarrow{\text{Step 1}} & \text{M6} = aBC \\
 & \xrightarrow{\text{Step 2}} & \xrightarrow{\text{Step 2}} \text{M8} = ABC
 \end{array}$$

In the first step, when deep capitalism/deep economy (M3) internalizes the environmental externality

I[c] it shifts to green markets (M6), a shift from an economy only market (M3) to an eco-economic market or green market (M6). In the second step, when the green markets (M6) internalize the social externality **I[a]** they shift to yellow sustainability markets (M8), a shift from an economy only market to a society, economy and environment market. See here, the first shift is from a full independency based market to a partially codependent market, and then a shift from a partially codependent market to a fully codependent market. Notice that when at M6 we leave the knowledge base of M3 behind, and when at M8 we leave both the knowledge base of M3 and M6 behind.

Implication 3:

The shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) is first a shift from economic pareto optimality (M3) to an eco-economic based pareto optimality (M6), and then a shift from an eco-economic pareto optimality (M6) to true sustainability based pareto optimality (M8); and hence, it reflects a series of shifts towards higher level Pareto optimality positions. Notice that at these higher levels Pareto optimality positions the core values of the previous paradigm are saved or reflected as for example M6 reflects economic responsibility and M8 displays eco-economic responsibility.

ii) Graphically

The two step shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) via eco-economic markets or green markets (M7) can be indicated graphically as shown below:

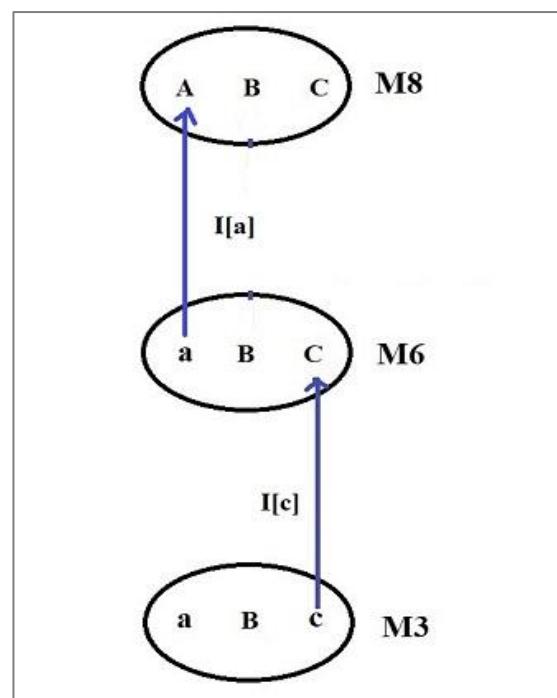


Figure 2: The two-step shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) via green markets (M6).

Implication 4:

The shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) via eco-economic or green markets (M6) is a shift from lower level Pareto optimality positions or lower model responsibility positions to the highest level Pareto optimality position or highest model responsibility position, a shift from full externality irresponsibility (M3) to partial externality responsibility (M6) to full externality responsibility (M8). As we shift upwards, we leave the knowledge base of the previous model is left behind. In other words, as we go up, the knowledge base of the previous paradigm no longer works, but the core values of the previous paradigm are kept.

C) The one step shift route from deep capitalism/deep economy to yellow sustainability

The one step shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) can be represented analytically and graphically as summarized below:

i) Analytically

When the deep capitalism/deep economy (M2) internalizes the socio-environmental externality or social and environmental externality I[ac], it shifts to yellow sustainability markets (M8) as indicated below:

$$M3 = aBc \xrightarrow{\text{One step shift}} M8 = ABC$$

I[ac]

Implication 5:

The one step shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) is a shift from economic pareto optimality (M3) to true sustainability based pareto optimality (M8); and hence, it reflects a direct shift towards the highest level pareto optimality position. Here the shift is from a full independency based market to a full codependency based market. Notice that when at M8 we leave the knowledge base of M2 behind. Also notice that at this higher level Pareto optimality positions the core values of the previous paradigm are saved or reflected as for example M8 displays economic responsibility.

ii) Graphically

The one step shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) can be indicated graphically as highlighted below:

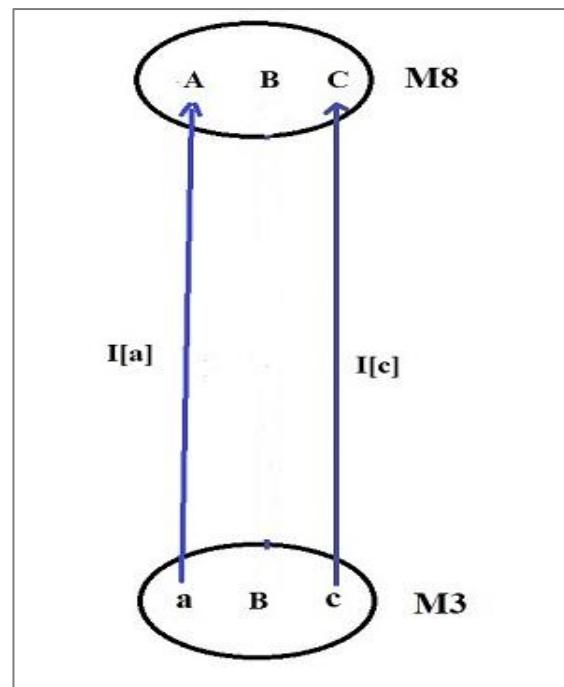


Figure 3: The one-step shift from deep capitalism/deep economy (M3) to yellow sustainability (M8).

Implication 6:

The one step shift from deep capitalism/deep economy (M3) to yellow sustainability (M8) is a shift from lower level Pareto optimality positions or lower model responsibility positions to the highest level Pareto optimality position or highest model responsibility position, a shift from full externality irresponsibility (M3) to full externality responsibility (M8). See that the knowledge base of M2 no longer works in M8 so economic Pareto optimality thinking is left behind. In other words, as we go up the knowledge base of the previous paradigm no longer works, but the core values of the previous paradigm are kept.

D) The all-model shift routes possible for deep capitalism/deep economy towards yellow sustainability graphically

We can place all shift routes in the same plane to visualize systematically that when we shift from lower level responsibility models to higher level responsibility ones this goes one to one with going from lower pareto optimality based models to higher pareto optimality based models vertically while leaving the knowledge base of the previous paradigm behind as lower level pareto optimality knowledge no longer works in higher level optimality ones while keeping the core values of previous paradigm as shown below in Figure 4:

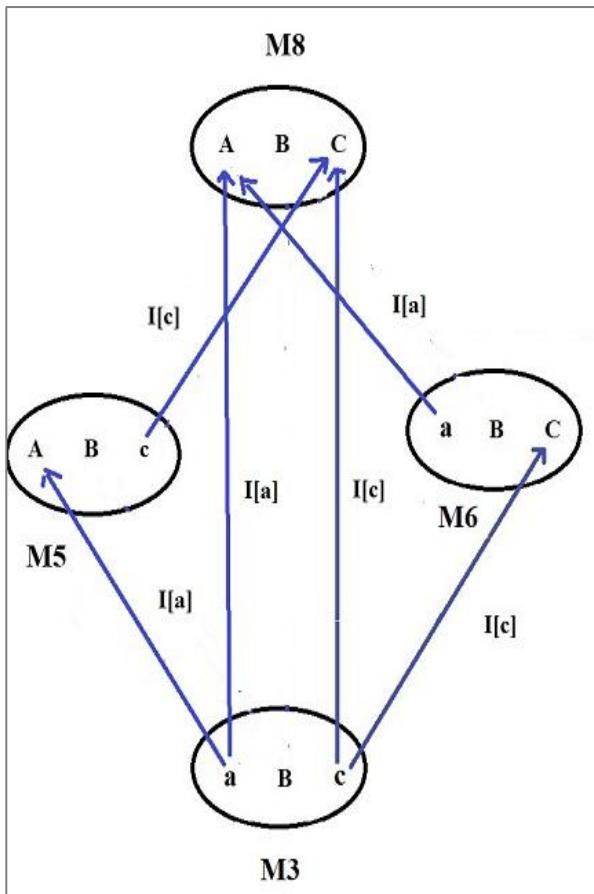


Figure 4: All model-shift routes from deep capitalism/deep economy (M3) towards yellow sustainability (M8), showing vertical mobility as previous paradigmatic thinking is left behind during the model-shift process.

Implication 7:

The Pareto optimality knowledge base of higher optimality based paradigms does not work in lower levels ones; and the Pareto optimality knowledge base of lower optimality based paradigms do not work in higher level paradigms and it is left behind when the paradigm shift takes place. In other words, at these higher level Pareto optimality positions the core values of the previous paradigm are saved or reflected as for example M5 and M6 reflects economic responsibility, M8 displays socio-economic responsibility, and socio-environmental responsibility, and hence, all M5, M6, and M8 show economic responsibility.

The case of deep capitalism/deep economy shift routes in terms of conjunctural structure shift under conjunctural state variability theory

As indicated above and consistent with the truth table above, the deep capitalism/deep economy conjunctural state has 3 different conjunctural state paradigm shift routes towards the yellow sustainability conjunctural state, a two step conjunctural state evolution route via socio-economic markets or red markets, a two step conjunctural state evolution route via eco-economic markets or green markets, and a one step conjunctural

state route, a direct shift to the yellow sustainability conjunctural state, each of them described below as vertical paradigm shift routes:

A) The two step conjunctural state shift from deep capitalism/deep economy (M3) conjunctural state to the yellow sustainability conjunctural state (M8) via the red market conjunctural state (M5)

i) Analytically

The structure of the shift from deep capitalism/deep economy based conjunctural state optimality (M3) to yellow sustainability based conjunctural state optimality (M8) in two steps via socio-economic market conjunctural state (M5) is indicated below:

$I[a]$	$I[c]$
$M3 = (0,1,0) \xrightarrow{\text{Independent}} M5 = (1,1,0) \xrightarrow{\text{Partially codependent}}$	$\xrightarrow{\text{Fully codependent}} M8 = (1,1,1)$

In the first step, when the deep capitalism/deep economy conjunctural state (M3) internalizes the social externality $I[a]$ it shifts to red market conjunctural state (M5), a shift from a independent economy only conjunctural state market (M3) to the partially codependent socio-economic based conjunctural state market or society and economy conjunctural state market (M5). In the second step, when the red market conjunctural state (M5) internalize the environmental externality $I[c]$ it shifts to yellow sustainability market conjunctural state (M8), a shift from a society and economy conjunctural market or partially codependent market to a society, economy and environment market based conjunctural state market or a fully codependent market. Hence, first there is a shift from a fully independent conjunctural state to a partially codependent conjunctural state; and then we have a shift from a partially codependent conjunctural state to a fully codependent conjunctural state. Notice that when at the conjunctural state of M5 we leave the knowledge base of the conjunctural state of M3 behind, and when at conjunctural state M8 we leave both the knowledge base of the conjunctural state of M3 and of the conjunctural state of M5 behind. But notice that higher level conjunctural states keep the core values of the conjunctural states being left behind.

Implication 8:

The shift from deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) is first a shift from economic pareto optimality conjunctural state to socio-economic based pareto optimality conjunctural state, and then a shift from socio-economic pareto optimality conjunctural state to yellow sustainability or true sustainability conjunctural state based pareto optimality; and hence, it reflects a series of shifts towards higher level pareto optimality conjunctural state positions,

where the knowledge based of previous paradigms are left behind, but their core values are being kept or saved.

ii) Graphically

The two step shift from deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) via red markets conjunctural state (M5) can be indicated graphically as listed below:

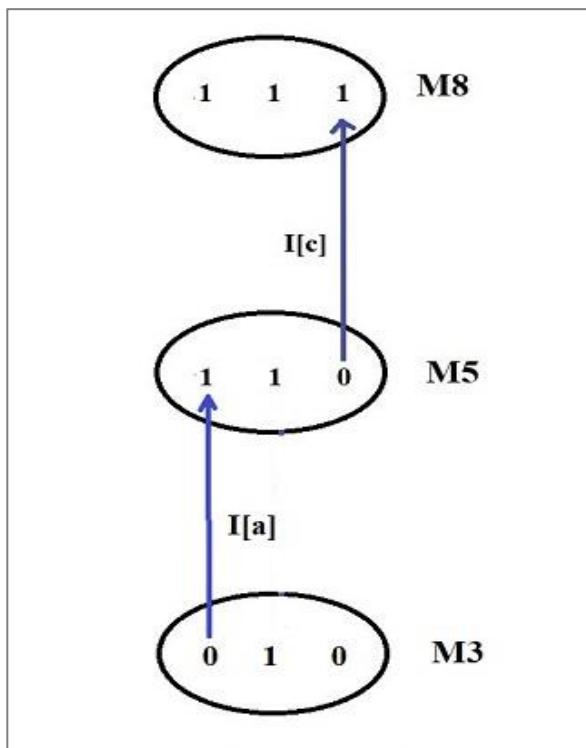


Figure 5: The two-step conjunctural state shift from deep capitalism/deep economy (M3) to yellow sustainability conjunctural state (M8) via the conjunctural state of red markets (M5).

Implication 9:

The shift from deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) via red market conjunctural state (M5) is a shift from lower level pareto optimality conjunctural state positions or lower conjunctural state responsibility positions to the highest level pareto optimality conjunctural state position or highest conjunctural state responsibility position, a shift from full externality conjunctural state irresponsibility (M3) to partial externality conjunctural state responsibility (M5) to full externality conjunctural state responsibility (M8). See that the knowledge based of the conjunctural state M3 no longer works at higher level conjunctural states such as M5 and M8, but the higher level conjunctural state have economic responsibility embedded in them.

B) The two step conjunctural state shift from deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) via the eco-economic market or green market conjunctural state (M6)

i) Analytically

The structure of the shift from deep capitalism/deep economy based conjunctural state optimality (M3) to yellow sustainability based conjunctural state optimality (M8) in two steps via eco-economic market or green market conjunctural state optimality (M6) is shown below:

$$\begin{array}{ccc}
 & I[c] & I[a] \\
 M3 = (0,1,0) & \xrightarrow{\hspace{1cm}} & M6 = (0,1,1) \xrightarrow{\hspace{1cm}} M8 = (1,1,1) \\
 \text{Independent} & \text{Partially codependent} & \text{Fully codependent}
 \end{array}$$

In the first step, when deep capitalism/deep economy conjunctural state (M3) internalizes the environmental externality $I[c]$ it shifts to the eco-economic market or green market conjunctural state (M6), a shift from an economy only conjunctural state market (M3) to an eco-economic conjunctural state market or environment and economy based partially codependent conjunctural state market (M6). In the second step, when the eco-economic market or green market conjunctural state (M6) internalize the social externality $I[a]$ it shifts to yellow sustainability based conjunctural state markets (M8), a shift from an economy and environment conjunctural state market to a society, economy and environment conjunctural state market. See here, the first shift is from full independency based conjunctural state market to a partially codependent conjunctural state market, and then a shift from a partially codependent conjunctural state market to a fully codependent conjunctural state market. Hence, first there is a shift from a fully independent conjunctural state to a partially codependent conjunctural state; and then we have a shift from a partially codependent conjunctural state to a fully codependent conjunctural state. Notice that when at M6 we leave the knowledge base of conjunctural state M3 behind, and when at M8 we leave both the knowledge base of conjunctural state of M3 and of conjunctural state of M6 behind. Yet you can see that higher level conjunctural states maintain the core values of the paradigm they left behind.

Implication 10:

The shift from the deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) is first a shift from economic pareto conjunctural state optimality to eco-economic based conjunctural state pareto optimality, and then a shift from eco-economic based conjunctural pareto optimality to true sustainability based pareto optimality; and hence, it reflects a series of shifts towards higher level conjunctural state pareto optimality positions, where knowledge bases are being left behind, but core values are being carried on.

ii) Graphically

The two step shift from deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) via eco-economic or green

market conjunctural state (M7) can be stated graphically as done below:

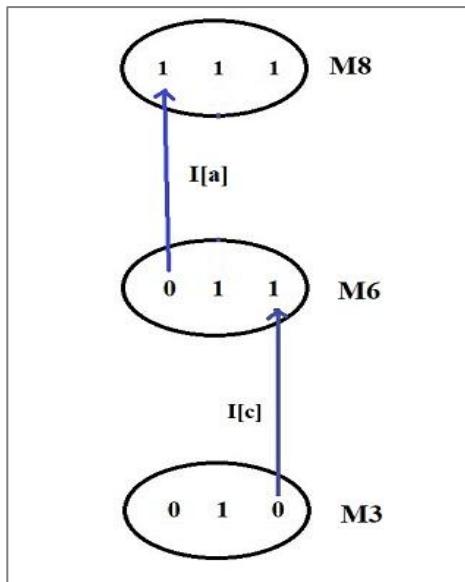


Figure 6: The two-step conjunctural state shift from deep capitalism/deep economy (M3) to yellow sustainability conjunctural state (M8) via the conjunctural state of green markets (M6).

Implication 11:

The shift from deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) via eco-economic or green market conjunctural state(M6) is a shift from lower level conjunctural state pareto optimality positions or lower conjunctural state responsibility positions to the highest level conjunctural state pareto optimality position or highest conjunctural state responsibility position, a shift from full externality based conjunctural state irresponsibility (M3) to partial externality based conjunctural state responsibility (M6) to full externality based conjunctural state responsibility (M8). Notice that the knowledge base of the conjunctural state of M8 and M6 would not work in a world under economic optimality based conjunctural causality M3 and see that M8 and M6 leave the knowledge base of M3 behind, but its core value of economic responsibility.

C) The one step conjunctural state shift from deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8)

i) Analytically

The structure of the shift from deep capitalism/deep economy based conjunctural state optimality (M3) to yellow sustainability based conjunctural optimality (M8) in one step is indicated below:

I[ac]

$$M3 = (0,1,0) \xrightarrow{I[ac]} M8 = (1,1,1)$$

Independent

Fully codependent

In the first step, when the deep capitalism/deep economy conjunctural state (M3) internalizes the socio-environmental externality I[ac] it shifts to yellow sustainability markets (M8), a shift from an economy only conjunctural state market (M3) to a society, economy and environment based conjunctural state market, a shift from a full independency based conjunctural state market to a fully codependent based conjunctural state market. In other words, when the deep capitalism conjunctural state (M3) internalizes social and environmental externalities I[ac] it shifts to the yellow sustainability or true sustainability conjunctural state, a shift from an economic based conjunctural Pareto optimality to socio-economy-environment based conjunctural Pareto optimality. Notice that at the conjunctural state point M8 the knowledge based of the conjunctural state M3 does not work due to paradigm shift knowledge gaps so the knowledge based of conjunctural state M3 is left behind, but the core values of M3, economic responsibility, is reflected in M8.

Implication 12:

The shift from the deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) in one step is a shift from economic pareto based conjunctural state optimality to socio-economic-environmental based conjunctural state pareto optimality; and hence, it reflects a shift to the highest level conjunctural pareto optimality position. At the conjunctural state M8 the knowledge base of M3 no longer works and it is left behind.

ii) Graphically

The one step shift from deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) can be indicated graphically as highlighted below:

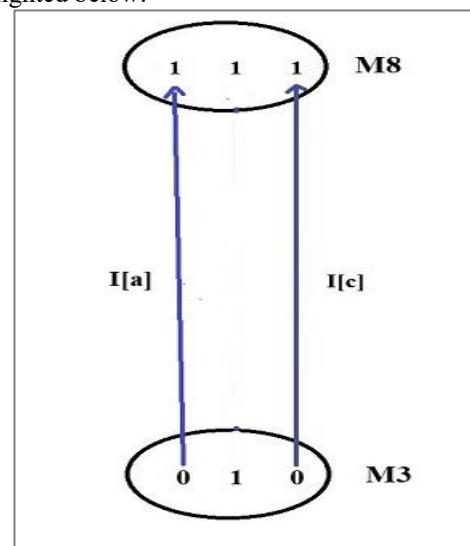


Figure 7: The one-step conjunctural state shift from deep capitalism/deep economy (M3) to yellow sustainability conjunctural state (M8).

Implication 13:

The shift from the deep capitalism/deep economy conjunctural state (M3) to yellow sustainability conjunctural state (M8) is a shift from lower level conjunctural state pareto optimality positions or lower conjunctural state responsibility positions to the highest level conjunctural state pareto optimality position or highest conjunctural responsibility position, a shift from full externality based conjunctural irresponsibility (M3) to full externality based conjunctural state responsibility (M8). Notice that since the conjunctural state M8 is a higher level conjunctural state responsibility paradigm the knowledge base of the conjunctural state M3 would not work and it is left behind, but its core value of economic responsibility is reflected in M8.

D) The all conjunctural state shift routes possible for deep capitalism/deep economy towards yellow sustainability graphically

We can place all conjunctural state shift routes in the same plane to visualize systematically that when we shift from lower level conjunctural state responsibility paradigm to higher level conjunctural state responsibility based paradigms this goes one to one with going from lower conjunctural state pareto optimality based paradigms to higher conjunctural state pareto optimality paradigms vertically while leaving the knowledge base of the previous paradigm behind as lower level conjunctural state pareto optimality knowledge no longer works in higher level conjunctural state optimality ones and while saving the core values of the paradigm being left behind as shown below in Figure 8:

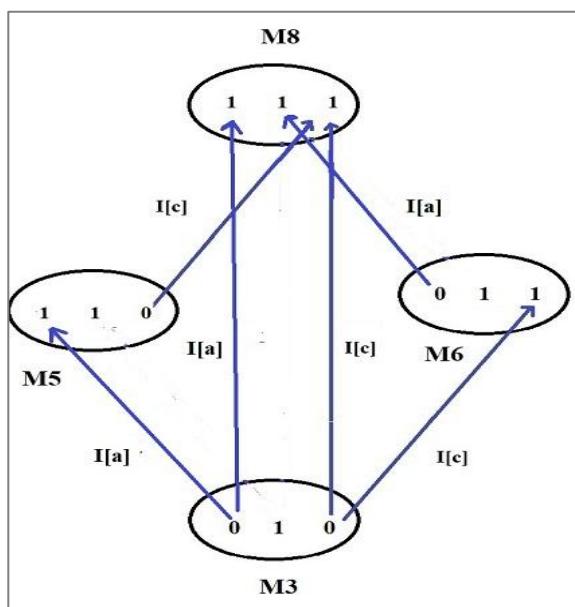


Figure 8: All conjunctural state shift routes from deep capitalism/deep economy (M3) towards yellow sustainability conjunctural state (M8), showing vertical mobility as previous paradigm thinking is left behind during the conjunctural shift process.

Implication 14:

The conjunctural state Pareto optimality knowledge base of higher level conjunctural state optimality based paradigms does not work in lower levels conjunctural state optimality based ones; and the conjunctural state pareto optimality knowledge base of lower conjunctural state optimality based paradigms does not work in higher level conjunctural state optimality paradigms, and it is left behind when the paradigm shift takes place. In other words, at these higher level Pareto optimality positions the core values of the previous paradigm are saved or reflected as for example the conjunctural state M5 and the conjunctural state M6 reflect economic responsibility, conjunctural state M8 displays socio-economic responsibility, and socio-environmental responsibility, and therefore, all conjunctural states M5, M6, and M8 all show economic responsibility.

Specific implications

1) We can look at the evolution of deep capitalism/deep economy towards yellow sustainability in two ways, by looking at the variability of the model structure of deep capitalism/deep economy as component internalization takes place; and by looking at variability of the conjunctural state of deep capitalism/economy as optimality internalization takes place; 2) When looked from the component variability point of view, the model of deep capitalism/deep economy has 3 evolution routes towards the model of true sustainability market or yellow sustainability market, a two step route via socio-economic or red market models, a two step route via eco-economic markets or green market models, and one direct route from deep capitalism/deep economy markets to yellow sustainability markets. In all cases the knowledge based of the deep capitalism/deep economy is left behind and its core value of economic responsibility is saved when paradigm shift takes place; and 3) When looked from the conjunctural state variability point of view, the conjunctural state of deep capitalism/deep economy has 3 evolution routes towards the conjunctural state of true sustainability market or the conjunctural state of yellow sustainability market, a two step route via socio-economic or red market conjunctural states, a two step route via eco-economic or green market conjunctural states, and one direct route from deep capitalism/deep economy market conjunctural state to yellow sustainability market conjunctural states. In all cases the knowledge based of the deep capitalism/deep economy conjunctural state is left behind when paradigm shift takes place, but its core values of economic responsibility are reflected in all higher level conjunctural structures M5, M6 and M8..

General implication

It is possible to think about Pareto optimality in ways that makes traditional Pareto optimality thinking a component specific case of Pareto optimality thinking, making conjunctural Pareto optimality thinking a useful way to extend optimality thinking to worlds beyond

traditional market thinking, in this case, it is extended to frame deep capitalism/deep economy pareto optimality thinking, red market based pareto optimality thinking, green market based pareto optimality thinking and yellow sustainability or true sustainability based pareto optimality thinking. And this means, traditional Pareto optimality thinking only works within economy only markets and hence, it is economy component specific (Muñoz 2025a). And therefore, if we shift to any form of conjunctural Pareto optimality thinking, in this case if we shift to red market pareto optimality thinking or green market pareto optimality thinking for example, then traditional Pareto optimality thinking is left behind as it no longer works when the shift in optimality thinking takes place (Muñoz 2025b).

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