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Transitioning from Conventional to Sustainability Markets: Examining Markets in an Ideal Sustainability Market Environment

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Keywords: Traditional markets, sustainability markets, perfect market competition, perfect sustainability market competition, market shifts, red markets, sustainability producers, sustainability consumers, short term costs, short term sustainability market costs, long term costs, long term sustainability market costs

Abstract

The foundation of conventional market theory is the idea of perfect



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Transitioning from Conventional to Sustainability Markets: Examining Markets in an Ideal Sustainability Market Environment

Prof. S. Madhavi Latha, Mrs. D. Hymavathi

Abstract – The foundation of conventional market theory is the idea of perfect competition. Accordingly, whether we move towards a green, red, or sustainable market, as ideal markets change, our thinking should also perfectly change to function in the new perfect market. To rectify the conventional market to reflect just the environmental cost of conducting business, the 2012 Rio + 20 summit opted for a change from idealistic views of the traditional market to idealistic views of the green market. They could have shifted from perfect conventional market thinking to perfect sustainability market thinking if they had instead corrected the traditional market to account for the social cost and the environmental cost of conducting business simultaneously. Also, this would have pointed to the fact that, to the best of the author's knowledge, nobody has yet figured out how markets should act in the face of perfect sustainability market competition. This paper's primary objective is to outline the predicted behavior of markets in a scenario with perfect sustainable market competition.

Keywords: Traditional markets, sustainability markets, perfect market competition, perfect sustainability market competition, market shifts, red markets, sustainability producers, sustainability consumers, short term costs, short term sustainability market costs, long term costs, long term sustainability market costs.

Introduction

- **Core aspects of perfect market competition**

The following is a simplified presentation of important general aspects of perfect market thinking and competition, including the

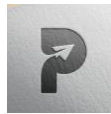
model's structure, the assumptions it makes, the short-term and long-term cost structures of the perfect market, and how to present the ideas presented in this paper.

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A Deep-Learning Framework for Robust Feature Extraction from Vibration Data: A Use Case for Rotary Machine Fault Detection

Mrs. Karri. Devika,

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ABSTRACT

Wind turbines, generators, motor-drives, and other spinning equipment are particularly vulnerable to catastrophic failures caused by mechanical issues. Vibrations in the structure of the equipment might be caused by various mechanical problems. The early detection and diagnosis of underlying mechanical defects via online vibration monitoring helps minimize catastrophic breakdowns. It is difficult to extract unique vibration characteristics that both enhance fault classification performance and are resistant to different types of noise in vibration signals. Several vibration-features have been suggested in the literature, all based on statistical and signal processing principles. Based on what is already known about the properties of vibration signals from various kinds of faults, several vibration-features were developed. Latest state-of-the-art performance on image and voice recognition tasks was achieved by automatically extracting features using unsupervised learning in deep neural networks. Hence, we propose feature learning on raw vibration signals as an alternative to feature engineering in the hopes of extracting vibration features that might enhance the defect diagnosis performance of the classifiers that follow. We examined Convolutional Neural Networks for unsupervised feature learning on vibration signals and Denoising Auto-Encoders for robust and noise-invariant vibration feature extraction for this purpose. We suggested a hybrid deep model that has a single classification layer on top of a Multi-channel Convolutional Neural Network and a stack of Denoising Auto-Encoders (MCNN-SDAE). We tested the suggested model against others that used vibration characteristics derived from traditional statistical and signal processing methods to see how well it could detect and classify faults. To ensure that all of the models were performing as expected, we used vibration data from an experimental test-rig that was built to analyze the vibration characteristics of bearing-related defects as a benchmark.

Keywords

Vibration-features learning, equipment condition monitoring, bearing fault identification, machine learning, online monitoring.

1. INTRODUCTION

2. Gear boxes, shafts, turbines, generators, motor-drives, and other rotating equipment are prone to mechanical failures as a result of the extreme working conditions and constantly changing loads. To make sure these equipment are running safely, reliably, and economically, online condition monitoring is crucial [1]. By identifying and locating faults early on, it helps lower the cost of maintenance and catastrophic breakdowns. In order to assess the state of equipment using data on vibration, noise, and process parameters, many online monitoring methods have been explored [2]. The most well-known method for tracking the health of rotating machinery, however, is vibration analysis [3]. Many crucial components, such as shafts, couplers, bearings, gearboxes, etc., undergo regular failures. Because they are sensitive to a broad variety of problems associated with rotating equipment and are easy to acquire, vibration signals are often used [4].

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Precipitants of tax evasion in the Informal Sector in Zimbabwe: A case study of Bulawayo Metropolitan Province.

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Keywords: Tax evasion, Informal sector, Presumptive tax, Economic development, Zimbabwe

Abstract

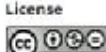
The purpose of this article was to investigate tax evasion in Zimbabwe's



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Precipitants of tax evasion in the Informal Sector in Zimbabwe: A case study of Bulawayo Metropolitan Province.

Prof. G. Srinivasa Rao, Mr. G. Ramesh, Mr. A. V. Koteswara Rao

Abstract – The purpose of this article was to investigate tax evasion in Zimbabwe's informal economy and identify the underlying causes. Questionnaires and in-person interviews were the backbone of this study's data collection strategy. For this study, we surveyed six officials from the Zimbabwe Revenue Authority (ZIMRA) and four from the Bulawayo City Council (BCC) to learn more about the challenges that the informal sector faces when it comes to paying taxes. The data was examined using SPSS version 22 from the 108 returned questionnaires out of 120 that were sent to proprietors of hair salons and flea markets. Publicized in the report were the following factors: high tax rates; economic performance; government opaqueness regarding the use of tax funds; and unscrupulous tax administrators. The government should simplify the tax system, lower tax rates, educate taxpayers more, deal with dishonest ZIMRA officials, and reward law-abiding citizens with tax breaks. The informal economy and every economic actor that deals with informal merchants in any way should follow the government's tax administration plan.

Keywords: Tax evasion, Informal sector, Presumptive tax, Economic development, Zimbabwe.

INTRODUCTION

There is a national budget imbalance in Zimbabwe because the government is unable to collect enough money to cover its expenses. Government services, such as providing schools, roads, a reliable electricity grid, healthcare, and security, are often financed by taxation (Mughal, and Akram 2012). Despite the fact that the informal sector has grown in recent years, the Zimbabwean government still relies heavily on the formal sector for its funding (Sikwila, 2013). In an effort to reduce poverty and minimize

spending, the government implemented the Economic Structural Adjustment Program (ESAP) in 1992 (Zvobgo, 2003; Magure, 2014). However, the program had the opposite effect and reduced tax collection. In 2003, a presumptive tax was instituted to diversify the income stream in response to the growth of the informal sector. The micro, small, and medium enterprise (MSME) sector accounts for about half of the country's GDP, according to the 2016 National Budget Statement, making it a major driver of economic development.

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POVERTY AND INDOLENCE: AN EMPIRICAL CORRELATION**Mr. A. V. Koteswara Rao, Prof. G. Srinivasa Rao, Mr. G. Ramesh**

Abstract – Inadequate access to safe drinking water, enough food, medical treatment, an adequate education, adequate clothes, and a safe place to live are hallmarks of the economic state known as poverty. But inherent economic insufficiency isn't the only possible explanation for all of these things. Indolence, or sloth in general, may exacerbate poverty in certain cases. That is, if one's behaviors hinder one's economic growth and development, then that person might fall into poverty. David (2017) has previously investigated poverty on a neighborhood level in the Philippines, where he was born and raised. The proponent of this study has chosen to go beyond by investigating how apathy contributes to poverty in a number of Asian nations. The results of the empirical study showed that the respondents' low economic and social status is exacerbated by signs of laziness. The pervasive vices and other filthy habits of these indolent people make them common..

Keywords: Poverty, Indolence, Median Poor

RESEARCH INQUIRY**Traditional Definition of Poverty**

The economic disparity between the wealthy and everyone else serves as a foundation for the growing poverty rate, which in turn puts the middle class in a vulnerable position. Misuse of wealthy national resources and corruption, according to certain analysts. The degree of money, privilege, and luxury that individuals get is the only distinguishing element between the affluent and the

impoverished. We will use severe poverty, which is defined as having a salary below the \$2 per day specified by the International Monetary Fund, as our reference word for this study in the worst case scenario. More nations in Asia, and especially in the South Region, are affected by this unfortunate predicament than any other continent. Nearly half of the Filipino population lives below the poverty line, which the International Monetary Fund has placed at 47%.

Stress Management among Women Employees in Education Institutions - A Study

Ambula Annapurna¹, Prof. S. Madhavi Latha²

¹Assistant Professor, Princeton PG College of Management, Hyderabad, India

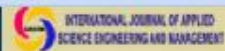
²Professor, Samatha College, Visakhapatnam, India

Abstract: *Stress at workplace can be a real problem to the organization as well as for its employees, especially among women teachers. Good management and effective working environment are the best forms of stress prevention. If employees are already stressed, the management should be aware of it and implement necessary stress management strategies to reduce stress at the workplace. Work related stress is the response people may have when present with work demands and pressures that are not matched to their knowledge and abilities and which challenge their ability to cope. Indian women belonging to all classes have entered into various professions which causes stress in their personal and professional life. Women's exposure to educational opportunities is significantly higher than it was some years ago, especially in the cities. The study attempts to identify the stress management strategies implemented by the management of education institutions to manage workplace stress among women teachers.*

Keywords: *Education Institutions, Efficiency, Stress management, Teachers, Women, workplace*

I. INTRODUCTION

The nature of work and workplace has changed over the years. Competition in the workplace which promotes self-interest can result in diminished feelings of well-being and trust. Intense competition reinforced by globalization has resulted in unsecure employment opportunities exemplified by the ever increasing number of mergers, acquisitions, outsourcing and downsizing initiatives. Not only individuals, but organizations as artificial human beings are also under pressure to outperform their competitors and attain competitive advantage. In current scenario women are represented in the workforce in greater numbers than ever before. They are holding a higher percentage of managerial and executive jobs than in the past. Consequently, harmonizing their personal and professional lives has been a challenging issue for women executives in every job profile. It may be seen that due to problems in place of work, personal life may get affected and vice-versa (Umesh, 2016). Stress at the workplace is a growing phenomenon across the globe. Among the identified potential causes of work related stress, role stress has been recognized as a significant contributor to work stress. Designing an effective role stress management programme requires a clear understanding of the employee experience of role stressors. Segmenting employees based on the extent of their experience of role stressors may provide a useful framework for designing an effective role stress management programme. However, the available framework for comprehending the role stressor based segments of employees is inadequate, and particularly so in the context of frontline bank employees who occupy boundary spanning positions and face increasing role pressures. Stress affects individuals psychologically, emotionally and behaviorally, and is inextricably linked to several health problems, especially coronary heart diseases. Any feeling, excessively pushed, pulled, squeezed or roused by external and internal factors needs to be recognized. The causes ought to be identified as to whether they are beneficial or destructive. Various methods and programs can help individuals cope with stress in personal life and work environment. Management of stress is a crucial issue for individuals and organizations. Managing stress is precisely about understanding that the individual is exposed to stressors. Stress cannot be managed unless the causes and its effect are known, physiologically, psychologically and behaviorally. So, effective stress management helps an organization improve the performance of individual, group and in turn that of the organization itself. Stress produces numerous physical and mental symptoms which vary according to each individual situational factor. These can include physical health decline as well as depression. Stress is an individual's response to a disturbing factor in the environment and the consequence of such relation. Stress can apparent itself in two ways positive and negative. If the situation creates a prospects to gain something is known as positive stress. When the stress is allied with health hazards, alcoholism, drug abuse, skiving, and organizational problems, it is said to be negative (Reddy and Jagannayaki, 2018). Stress underlies such diverse conditions as psychosomatic, heart diseases and can be a major contributor to disturbances in one's emotional, social, company and family life. It inhibits creativity and personal effectiveness and exhibits itself in a general dissatisfaction; there is great impact in women college teachers that end up with stress. Therefore, the study attempts to identify the stress management strategies implemented by the management of educational institution to manage workplace stress among women teachers.



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EFFECT OF CUSTOMER SERVICES ON SUCCESS OF SMALL AND MEDIUM SCALE ENTERPRISES AND SUSTAINABLE DEVELOPMENT IN NIGERIA

Prof. G. Srinivasa Rao, Mr. G. Ramesh, Mr. A. V. Koteswara Rao

Abstract: Businesses rely on satisfied customers to stay in business and bring in new ones. Treating customers well is essential to retaining and growing customer loyalty. The focus of this article is on how customer service impacts sustainable development in Nigeria and the prosperity of small and medium-sized businesses (SMEs). Sustainable development, small and medium-sized businesses, and customer service were the theoretical foci of the article. It also found that customer service could help small and medium-sized enterprises (SMEs) succeed by increasing sales and profits, which in turn could help SMEs generate jobs, boost the economy, make better use of local resources, reduce poverty, and attract more investors. This would all add up to sustainable development in Nigeria. Customer services, the study found, are potent tools for increasing consumer happiness, which in turn helps the Nigerian economy grow and provides for both current and future generations (sustainable development). Finally, the study recommended that small and medium-sized enterprises (SMEs) establish customer service standards and that company owners and workers possess strong customer service abilities.

Keywords: Effect, Customer services, Small and medium scale enterprises, Sustainable development

Introduction

The happiness of consumers is the end goal of every company's operations. This is due to the fact that satisfying the demands of consumers, who are essentially the ones who purchase a company's goods and services, is the driving force behind any business's entrepreneurial endeavors. Because of this, a company that is serious about making it big would start by researching what their target market wants and needs. The next step is to identify those requirements and desires, and then create a product or products to meet them. Then, to increase revenue, the firm must work to acquire and keep clients. These considerations lead Aruwa (2006) to the conclusion that consumers are essential to the success of any for-profit company, and that a business unit's very survival is

dependent on fulfilling client orders. The client is the only boss an organization has, according to Ikenga-Dennis (2007), and he may dismiss everyone by taking his money elsewhere. Similarly, public-facing enterprises should aim to attract consumers, since they are the ones responsible for creating demand (Investopedia, n.d.). A client's loyalty is directly proportional to his level of contentment with the service he received from a certain company unit, hence improving customer service is one way to accomplish this goal. Customers should be treated with respect and care at all times, and this can only be achieved through providing them with first-rate customer service before, during, and after a purchase. This type of service is self-serving and aimed at attracting and retaining customers for the benefit of a company's operations.

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Federalism in the Nigerian Budget and Control of Resources

Mrs. M. Satya Sri, Prof. S. Madhavi Latha,

Abstract

Among the many issues plaguing Nigeria's political economy as of late, fiscal federalism stands out as the most contentious. The resource control dilemma in the country has been worsened by the profound feelings of unfairness caused by the federal center's consolidation of power, which have led many to believe that ethnic majorities have been abusing their position to benefit minorities. This study examines fiscal federalism and the management of Nigeria's resources through the lens of secondary sources. Distribution of authority is important to federalism. The relationship among the tiers of government is ground to a grindstone by fiscal responsibility. This paper takes a look at fiscal federalism and the problems it has in Nigeria. It turns out that the uniqueness of Nigeria has played a big role in shaping the country's federalism, particularly the sociological aspects of its social formation, which brought together the class and ethnic interests of the ruling class as it emerged during the last days of colonial rule. In terms of the desire for resource management, the research indicated that the implications for fiscal imbalances among the component portions of the Nigerian federation provide the largest difficulty and, maybe, hindrance.

Keywords: Fiscal Federalism, Resource Allocation, Fiscal Responsibility, Centralization and Political Economy.

Introduction

A new obstacle has emerged in the Nigerian discussion of fiscal federalism: the aspirations of ethnic minorities, particularly those living in oil-rich regions, to exert influence over the country's resources. But it's really just a rehashing of the issue of how to divide up government money and authority. As

opposed to the usual worries about horizontal and vertical revenue sharing criteria—and especially the latter—proponents of resource control in the Niger Delta and other parts of the country are calling for strict regulation of how their states' resources are used.

Section Articles

An Empirical Study on Factors Motivating the Young Generation to Adopt Online Banking Services in Visakhapatnam City

S. Madhavi Latha

N.V.S. Anil Kumar

Download

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Abstract

This study explores the factors contributing to the adoption of internet banking in Visakhapatnam by young users.

Online banking usage is gaining momentum among the young users in India. Young generation are more inclined towards online banking services rather visiting local branch. Internet banking is still an emerging concept in India that requires a behavioural change among the people. Most of the financial services are

An Empirical Study on Factors Motivating the Young Generation to Adopt Online Banking Services in Visakhapatnam City

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SAMATA College, Visakhapatnam. AP

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Abstract

This study explores the factors contributing to the adoption of Internet banking in Visakhapatnam by young users.

Online banking usage is gaining momentum among the young users in India. Young generation are more inclined towards online banking services rather visiting local branch. Internet banking is still an emerging concept in India that requires a behavioural change among the people. Most of the financial services are accommodated in virtual space which has become no constraint for young clients. The adoption rate among young people is increasing enormously encouraging the financial institutes to further expand their services through aid of technology discourage human interface. Hence, to understanding the efficacy behind the online banking has become a prime concern for the study. An empirical study is conducted to know what determined their choice for opting online banking.

The survey was conducted through structured questionnaire using Likerts'

scale given to the sample of population. The study was conducted in Visakhapatnam city of Andhra Pradesh. Specific questions were assigned to each of the variable to analyse the factors. Instrument was served to 220 respondents who were selected at random.

Descriptive analysis and percentages were used to understand the demographic details. Age being an an important demographic factor which influence the online usage, it is considered for the study. SPSS was used to bring out the findings from analysis.

Keywords: Online banking, Young users, Innovation, Technology, Banking

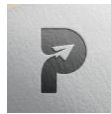
Introduction

Online banking has facilitated banking possible at anytime and anywhere. This service can be availed by the bank customers through their personal computers, laptops, mobile phones or any other gadgets that support internet. Online banking is an improvement to traditional branch banking framework and it is currently operated as a channel for conveying financial administrations by for all intents and purposes all banks. Online banking alludes to giving financial

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**RETICAL CONCEPTUALIZATION AND RESEARCH DIRECTION RELATING TO
ENTREPRENEURS' PSYCHOSOCIAL SUPPORT, MENTAL HEALTH, AND OTHER
STRATEGIC COMPONENTS**

**Mrs. D. Hymavathi, Mrs. M. Satya Sri
Department of Management Studies
Samata Degree College**

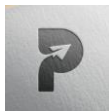
Abstract – The widespread adoption of entrepreneurial practices is a direct result of the positive effects on economic growth and the associated commercialization of technologies that raise living standards. Consequently, a sizable section of the world's population is either just starting out or is already operating a company without fully comprehending the potential effects on mental health. Researchers have sought to identify risk factors and ways to alleviate dysfunction by establishing a connection between entrepreneurs' mental health and their entrepreneurial endeavors. Despite implied indications that entrepreneurial personality traits, strategic competencies, and psychosocial support can all be integrated into a single model to affect an entrepreneur's mental health, most recent literature on sustainable entrepreneurship has focused on the former two constructs independently.

Therefore, this research aims to analyze relevant literature on the viewpoints related to entrepreneurs' psychological wellness as they enthusiastically and creatively take their ideas from concept to actualization in response to market demands. The study's findings show that studies on entrepreneurs' mental health and entrepreneurship have yielded contradictory conclusions. This research has laid the groundwork for future studies on sustainable entrepreneurship that considers not only the financial and national economies, but also the entrepreneurs' mental and interpersonal health, by spotting new data gaps and proposing critical hypotheses.

Keywords: Entrepreneurial personality traits, Psychosocial work stressors, Strategic Competencies, Mental Health, Sustainable Entrepreneurship.

Background Information

The force of creative destruction, according to Schumpeter (1934), is entrepreneurialism, which entails the replacement of old methods with new and improved ones. According to Banjoko et al. (2012) and Haltiwanger et al. (2010), entrepreneurship is essential for industrial transformation, creating jobs, increasing income, reducing poverty, and improving living standards. This is especially true in the context of small and medium firm sectors. Entrepreneurs are the lifeblood of the global economy; they are the ones that inject innovation and fresh ideas into existing markets, launch companies that might employ millions of people, and introduce consumers to innovative goods and services. Another crucial component of economic growth is the production of wealth, which entrepreneurs do via the mobilization of idle money, whether they are personal or borrowed (Kreiser, et al., 2013). Entrepreneurs who practice impact entrepreneurship want to



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The teaching situation of the department of English in the universities of Bangladesh: a critical evaluation

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Abstract

It has a rich tradition of introducing students to the English language and literature on this continent. Although this teaching was brought to this land by European colonial rulers for their personal gain, it has ironically helped the native population in many ways. As a nation, we take great pride in the fact that our finest individuals have emerged from our nation's educational institutions' English departments, which have long been held in the highest esteem. Recent events in Bangladesh's social and intellectual spheres, however, have had a profound impact on the teaching landscape in these departments. These days, students want their country's universities' English departments to do what's needed to fix such issues and restore their programs' prestige. This research sets out to identify the issues plaguing these departments' pedagogical practices, which are bringing disgrace upon them, and to provide solutions to these difficulties.

Key words: Department, English language, problem, teaching, literature, universities.

Introduction

During the East India Company's reign in 1835, the English Education Act was established, marking the beginning of English education in the Indo-Bangladesh-Pakistan subcontinent. As a member of the committee tasked with promulgating that Act, Macaulay adamantly advocated for the use of English as the language of government, education, and advancement, rejecting the use of Persian—which had been the official language under the Moguls and was still in use today—or any vernacular. He also believed that the primary goal of the Company's administration should be to encourage European literature and science among Indians, rather than native or Oriental literature and education. From that point on, "imparting to the native population knowledge of English literature and science through the medium of the English language" (Aggarwal 1984 cited in Krishnaswamy and Sriraman 1995) started taking precedence over any efforts by the then-governing government to improve indigenous peoples' access to education.

A watershed moment in the history of English literary education on the Indian subcontinent came in 1857, when three universities—Calcutta, Bombay, and Madras—opened their doors to students from all across the country. The area of investigation was expanded even more when, throughout time, additional institutions were also founded in other sections of undivided India under British administration. Established in 1921, the University of Dhaka was the only institution of higher learning in this region—East Bengal in undivided India. Four more universities were founded in this region, which was then known as East Pakistan, after the partition of India in 1947, during the Pakistan era.

While it's true that Serajul Islam Choudhury (2001) states that one of Macaulay's motivations for insisting on English as the medium of education was "to create through this education a class of natives who, despite their color and blood, would be English in culture and be able to serve as interpreters between the rulers and the millions the English were destined to rule," it's also true that despite Macaulay's ill-motivated goals, Indian nationalist sentiments were paradoxically fostered by English education, especially English literature. According to K. Chowdhury (1986), a number of prominent Indian nationalists from the late 19th and early 20th century had a solid grasp of democratic literature written in English. In addition to enriching our intellectual and emotional lives, studying English literature from its inception has played a significant role in shaping our culture, taste, and native language and literature. For this same



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The Most-Cited Statistical Papers

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ABSTRACT: We make an effort to categorize statistical studies by citation count and provide short comments on each of the 25 papers that make the cut. The majority of the articles on this list address the multiple comparisons issue, non-parametric approaches, or their uses in the biological sciences. Also included are the most-cited articles from 1993 and following years. These articles mostly concern Bayesian approaches and wavelets, in contrast to the most-cited publications in general. Using citation counts raises a number of concerns, some of which are briefly addressed below.

KEY WORDS: Citations, history of statistics

Citations in General

The statistical literature has been mostly ignored in the many discussions on citation counts, with the notable exceptions being works by Stigler (1994), Altman & Goodman (1994), and Theoharakis & Skordia (2003). While Gilbert (1977) and Edge (1979) have looked at citation counts as indicators of the impact of research, Austin (1993) evaluated their dependability in academic tenure and promotion choices. Also refer to Cronin (1984).

Citation counts are being employed too much to assess intellectual literacies, according to Edge (1979). Some have voiced similar complaints. Despite these concerns, citation counts seem to be gaining popularity. One way in which PhD programs in statistics and related subjects are ranked is by their citation rates, according to the National Research Council. Not only are citation counts used to rank scientific publications, but they also seem to be employed more and more in academic advancement choices. For instance, according to ISI Journal Citation Reports, Statistical Science scored #5 in citation impact factor and #16 in total citations received in 2002 out of 71 journals in the Statistics and Probability category, with 1,051 citations. While researching what makes a paper popular with readers, Donoho (2002) offered advice on how to write citation-worthy pieces. "Develop a method which can be applied on

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Shifting Focus from Conventional to Sustainability Markets: Examining Marketplaces in an Ideal Sustainability Market

Mr. G. Ramesh, Mr. A. V. Koteswara Rao

Abstract – Conventional market theory centers on the idea of perfect market competition. Accordingly, whether we move towards a green, red, or sustainable market, as ideal markets change, our thinking should also perfectly change to function in the new perfect market. To rectify the conventional market to reflect just the environmental cost of conducting business, the 2012 Rio + 20 summit opted for a change from idealistic views of the traditional market to idealistic views of the green market. They could have shifted from perfect conventional market thinking to perfect sustainability market thinking if they had instead corrected the traditional market to account for the social cost and the environmental cost of conducting business simultaneously. Also, this would have pointed to the fact that, to the best of the author's knowledge, nobody has yet figured out how markets should act in the face of perfect sustainability market competition. This paper's primary objective is to outline the predicted behavior of markets in the presence of perfect sustainability market competition.

Keywords: Traditional markets, sustainability markets, perfect market competition, perfect sustainability market competition, market shifts, red markets, sustainability producers, sustainability consumers, short term costs, short term sustainability market costs, long term costs, long term sustainability market costs.

Introduction

a) Core aspects of perfect market competition

b) The following is a simplified presentation of important general aspects of perfect market thinking and competition, including the model's structure, the nature of its

i) *Some basic traditional perfect market assumptions*

Six of the basic assumptions of perfect market competition relate to the type of products, to the type of transaction costs, to the type of entry, to the type of information, to the type market power, and to the type of profit making behavior under

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Introduction

a) Core aspects of perfect market competition

b) The following is a simplified presentation of important general aspects of perfect market thinking and competition, including the model's structure, the nature of its assumptions, the short-term and long-term cost structures of the perfect market, and how to present the ideas in this paper.

i) Some basic traditional perfect market assumptions

Six of the basic assumptions of perfect market competition relate to the type of products, to the type of transaction costs, to the type of entry, to the type of information, to the type market power, and to the type of profit seeking behavior under which the perfect market operates. These assumptions are summarized in

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