A general model for the coupling constant evolution is proposed. The analogy of Riemann zeta and
fermionic zeta $\zeta_F(s)/\zeta_F(2s)$ with complex square root of a partition function natural in
Zero Energy Ontology suggests that the the poles of $\zeta_F(ks)$, $k=1/2$, correspond to complexified critical
temperatures identifiable as inverse of K\"ahler coupling strength itself having interpretation as
inverse of critical temperature. One can actually replace the argument s of ζ_F with
M\"obius transformed argument $w= (as+b)/(cs+d)$ with a,b,c,d real numbers, rationals, or even
integers. For α_K $w= (s+b)/2$ is proper choices and gives zeros of $\zeta(s)$ and $s=2-b$ as
poles. The identification $\alpha_K= \alpha_{U(1)}$ leads to a prediction for α_{em}, which
deviates by .7 per cent from the experimental value at low energies (atomic scale) if the
experimental value of the Weinberg angle is used. The conjecture generalizes also to weak, color
and gravitational interactions when general M\"obius transformation leaving upper half-plane
invariant is allowed. One ends up with a general model predicting successfully the entire electroweak coupling constant evolution successfully from the values of fine structure constant at atomic or electron scale and in weak scale.