



A Narrative analysis of The Goal as Corporate Fiction with a focus on the Nature of the Conflict



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Abstract :

Novels have represented all aspects of human life since the inception of its form although the popularity of the themes depended on the political thought of its contemporary society. The growth of the publishing industry led to the boom of various experiments with the subject and the forms of the genre in relation with the readers market. Wendy Griswold commented that the genre of Nigerian village novels was created by the British publishers by overrepresentation of the novels with village settings after Chinua Achebe's *Things Fall Apart*, rather than the authors or the readers, creating a new sub-genre. While describing the genre, Hoorn in his article titled 'How is a genre created? Five combinatory hypotheses', brings out the

mythic structure of five stages in the Nigerian village novel as stated by Griswold: Traditional order; disturbance from the west; attempted restoration; climax; and disintegration and reorganization. Each of these stages bring in different associations from different paradigm sets to create multiple Nigerian village novels. This paper is an attempt to explore whether a similar mythic structure could be identified and the paradigmatic sets described in contemporary novels set in the corporate world with reference to the novel *The Goal* by Eliyahu Goldratt.

Keywords: *The Goal*, Corporate Fiction, Narrative analysis, Genre Studies, self-help books