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Souvenir

1st International Conference on Management and Social Science (ICMSS-2023)

February 20-21, 2023

International Society for Research (ISR)

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About Conference

1st International Conference on Management and Social Science (ICMSS-2023)

During the worldwide lockdown due to COVID 19 pandemic, a lot of important activities have come to a halt. However, when we look at the brighter side, all of us have more time for adding to our knowledge and insights.

With this aim, to keep contributing to learning and motivation International research and development Center for publication is going to organize a two-day International Conference with the title “**1st International Conference on Management and Social Science (ICMSS-2023)**” on February 20-21, 2023 through hybrid mode.

We hope, this online mode of the conference in COVID-19 pandemic will be an appreciable step in promoting the research activities and new information between researchers, developers, students, academicians and practitioners working in and around the world by keeping the social distance in view to stop the spread of COVID-19 disease. This conference aims is to present the current researches being carried out in the field of social science and education development around the globe.

Prospective authors from academia as well as industry are invited to submit their abstracts that illustrate original/unpublished works and industrial applications describing advances and significant innovations in the field.

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Message

I am extremely pleased to share that **International Society for Research (ISR)** is organizing a two day “**1st International Conference on Management and Social Science (ICMSS-2023)**” on February 20-21, 2023.

I am sure the state of art lectures from the invited experts and the research findings of researchers, academicians, utility engineers will enrich the knowledge of all the participants. It will provide an excellent opportunity for students to learn new ideas.

I offer my best wishes to the whole team of the organizing committee, the participants, and volunteers for the grand success of the conference.

Dr. Rishikesh Gupta
Convenor ICIBME-2023

Message

I am happy to know that **International Society for Research (ISR)** is organizing a two day “**1st International Conference on Management and Social Science (ICMSS-2023)**” on February 20-21, 2023. I am sure that, this conference would provide an ideal platform for the academicians, scholars and experts to present and exchange their research findings and Ideas.

I wish the conference a great success.

Dr. Rose Asayas Arceño

Head, Research and Development Unit, College of Graduate Studies, Palompon Institute of
Technology, Palompon, Leyte City, Philippines

INDEX

Thematic and Narrative Standards in American Cinema: An Analysis on Character Arc, Catharsis and Audience's Bias David Sunil	2
Driving Sustainability: Analyzing the Role of Green Startups in India's Transition to Eco-friendly Marketing Practices Arpit Sharma, Dr. Ravindar Prasad Sharma, Prof. (Dr.) Arvind Kumar Jayant	4
Richardson's Pamela: Predicaments to Handle in Pamela's Marriage Gassim H. Dohal	6
Toward an integral approach in the assessment and diagnosis of language disorders José Alonso Aguilar-Valera, Gilmar William Guevara Ortega	8
Reflections of Sufi Elements in the lore of Jalaluddin Rumi: A High Standard Sonia Chadha, Dr. Parul Mishra	10

Abstract of ICMSS-2023

Thematic and Narrative Standards in American Cinema: An Analysis on Character Arc, Catharsis and Audience's Bias

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Abstract— Movies and TV series are a visual medium, that are intended to evoke the sensory root of vision and the auditory system. The niche, in the cinematic and the television medium is not the mere presence of a story and the subsequent plot attached to it but it is the culmination of expert writing, character arcs (of all the characters) in the movie and TV series, the cathartic experience of the protagonist/antagonist and the plot that builds up to a boiling point which has nowhere to go other than to ingrain in the psyche of the audience. The cinematic and television masterpiece that demands further analysis by critics, which becomes the standard on which many other movies and TV series are made, is not without its own flaws. In spite of said existing flaws, there seems to be a glaring indication that the movie and TV masterpiece has the above qualities mentioned in order to fulfil its place as the 'movie of all movies' or simple put cinematic materpeices. For the sake of brevity and convenience, let us call the criteria in which every movie must be judged as writing, character arc, catharsis and plot or 'WCACP' analysis, for short. Critically acclaimed movies (Christopher Nolan's moveis) and television series (Breaking Bad) have an unparralled depth in them that other modern movies or TV series simply fail to match, baring a few exceptions like Francis Ford Coppola's *The Godfather Trilogy* (1972-1990), Brial De Palma's *Scarface* (1983), all of Martin Scorscese's movies, Stanley Kubrik's movies such as *2001: A Space Odyssey* (1968), *The Shining* (1980) and *Dr. Strangelove* (1964), Orson Welles's *Citizen Kane* (1941) and the 'master of suspense' Alfred Hitchcock's movies such as *Psycho* (1960) and *Vertigo* (1958) to name a few. The aim of this paper is to formulate a link between the biases of the audience as well the struggle of the directors and the writers in producing a work of art, being cinema. The audience's reaction to a particular genre of movies and TV series as well as the category of audience that the writers and directors focus on is a key aspect to dwell deep into.

Keywords— Audience psyche, catharsis, character arc, cinematic medium, plot, writing

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Driving Sustainability: Analyzing the Role of Green Startups in India's Transition to Eco-friendly Marketing Practices

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Abstract— In recent years, the imperative for sustainable business practices has gained substantial attention globally, with a particular emphasis on the role of startups in driving eco-friendly initiatives. This paper delves into the context of India, where the rapid growth of green startups is influencing the marketing landscape towards greater sustainability. The study seeks to comprehend the multifaceted contributions of these startups in propelling India's transition to eco-friendly marketing practices. By employing a combination of qualitative and quantitative research methods, the research explores the innovative strategies, challenges faced, and the impact of these startups on reshaping consumer perceptions and industry norms. The findings highlight how green startups are not only fostering sustainable consumption patterns but also encouraging traditional players to adopt more environmentally conscious marketing strategies. Through a comprehensive analysis of the landscape, this research sheds light on the pivotal role that green startups play in steering India's business ecosystem towards a greener and more sustainable future.

Keywords— Sustainable Business, Entrepreneurship, Startups, Green Marketing, Green Business, Eco-friendly Products

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Richardson's Pamela: Predicaments to Handle in Pamela's Marriage

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Abstract— In this presentation, I will tackle some social elements that we can learn from Richardson's Pamela. Well, many things in this masterpiece are promising that Pamela and Mr. B's marriage will be successful; e.g. the change of Mr. B's behavior towards Pamela. Yet, we have to consider the social backgrounds of this couple, the marriage across class-line and age-line, as well as Mr. B's jealousy. Indeed, both Pamela and Mr. B have many good virtues that will enable them to have a happy marriage life. At the same time, we shouldn't ignore those enigmatic barriers that they have to handle and be aware of. These obstacles will be of different natures; social, educational, psychological, etc. These barriers may take place in any marriage case; hence I will tackle these barriers as presented in the novel, hoping that this way will shed light on lessons readers may extract from Pamela.

Keywords— **Richardson, Pamela; or, Virtue Rewarded, marriage, Mr. B—, Pamela**

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Toward an integral approach in the assessment and diagnosis of language disorders

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Abstract— The present work consists in a general exposition, from a comprehensive vision, of the three main levels, necessary to take into account when carrying out the study of language disorders –both innate and acquired- from a neuropsycholinguistic approach. A tiered approach would facilitate the understanding of the different components that are part of the linguistic processing system (LPS). The development of a neuropsycholinguistic model, which considers both neurobiology –at least from a referential point of view- and verbal behavior -through the studies carried out in experimental linguistics-, based on a main axis, formed by the different cognitive processes -both basic and complex- that constitute the support of cognitive activity and, mainly, of the LPS, would respond to an innovative proposal –although not necessarily new- that would allow covering a large part of the needs at the time of carrying out the evaluation, diagnosis and rehabilitation of the different linguistic alterations. Its antecedents and its applied importance will be reviewed, starting from a possible proposal, and of projection towards the future, emphasizing and delimiting the necessary criteria for its approach in the field of clinical practice.

Keywords— **Neuropsycholinguistics, language disorders, linguistic processing system, cognitive neuropsychology, evaluation, diagnosis, rehabilitation, pedagogical innovation.**

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Reflections of Sufi Elements in the lore of Jalaluddin Rumi: A High Standard

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Abstract— Rumi might be first Preacher of Sufism to foster a spirit of unity among all human being and people all over world designated the moral message. Through his piece of literature he delivered a message of aspiration, devotion, adoration, brotherhood, amity, understanding, charity, peace and tranquility in entire universe. He had broken the linguistic boundary and created a high standard of poetry. Sufi is a path of purity and by following it a person gets pure from the lore of his heart. Rumi being the follower of Sufi emerged in the period when religious chaos was on its crescendo and he being illiterate presented his dogmas weave in words to maintain serene and peace.

The purport of this paper is to root out Rumi's Poetry edifice with a higher pennon. This could happened not because of compassion and tolerance but he put an exemplary atmosphere where these high values were upheld, he created a decent way through opening the door to dialogue through his simple message. He indeed was one of the perfect representatives of such a complete human one and considered one of the greatest teacher or deacon of universal love and peace. In Middle East and Western Asia Rumi was always a matter of attraction that was a major figure which had left an everlasting impact on wide variety of people because of simplicity and appealing words of choice. Even after eight century since his death his presence still astounds the western world. Sama or Fana so forth are well associated with his name and canonized him for his huge success. But in true sense he himself illuminated whole universe like Northern Star whose presence in sky means a matter of proud. This is in case of Rumi excessively. *Sama* or any act related to his name is a step ahead from his time. Such themes fabricated by him for whole humanity in a dignified way, undoubtedly Rumi upraised and designed a high standard of literature which is still *peerless* and *inequitable*.

Keywords— High standard, Inequitable, Sama, Sufi elements, Whole humanity

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