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BOOK OF ABSTRACTS

MEALP-18

**International Multidisciplinary Conference on
Education, Arts, Law, Business & Politics
February 03-04 / Amsterdam, Netherlands**

Organizaed by



ACADEMIC RESEARCH AND SOLUTIONS SOCIEDAD LIMITADA

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Book of Abstracts of the International Multidisciplinary Conference on Education, Arts, Law, Business & Politics

MEALP-18

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Prof. Dr. Perez M.

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Welcome to Academic Research and Solutions Sociedad Limitada (ARS)

ARS provides an ideal academic platform for researchers to present the latest research findings and describe emerging technologies, and directions in Social Sciences, Business Management, Engineering and Natural Science issues. The conference seeks to contribute to presenting novel research results in all aspects of Social Sciences and Engineering. The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Engineering, Social and Applied Sciences. It also provides the premier interdisciplinary forum for scientists, engineers, and practitioners to present their latest research results, ideas, developments, and applications in all related areas. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Our oncoming events of the successful conference series focusing on Engineering and Social Sciences. Hence, the scientific program focuses on current advances in the research, production and use with particular focus on their role in maintaining academic level in Engineering, Social & Applied Sciences and elevating the science level. The conference's goals are to provide a scientific forum for all international prestige scholars around the world and enable the interactive exchange of state-of-the-art knowledge. The conference will focus on evidence-based benefits proven in clinical trials and scientific experiments.

Best Regards,
Chairman of Conference
Prof. Dr. T.I.K.



MEALP-18

Venue: Mercure Hotel Amsterdam City, Netherlands

PROGRAM SCHEDULE



Conference Schedule

DAY 01 Saturday (February 03, 2018)

Venue: Mercure Hotel Amsterdam City, Netherlands

09:00 am - 09:30 am	Welcome Reception & Registration
09:30 am - 09:40 am	Opening Ceremony
09:40 am - 09:50 am	Welcome Remarks - Dr. Perez M. - Conference Coordinator
09:50 am - 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Saturday (February 03, 2018)

Session 001 (10:30 am - 12:30 pm)

Session Chair: Dr. Abraham Gert van der Vyver

Track A: Business, Economics, Social Sciences and Humanities

Point of Discussion	Presenter
Investigating Relationship between Problem Solving Skill and Entrepreneurial Spirit among Iranian University Students	Assoc. Prof. Siroos Ahmadi
Smart Management Decision Making – How to Understand and Utilize Individual Heuristics and Biases in a Corporate World	Anne Schröer-Conigliello
Evidential review of effectiveness of Safe Patient Handling Programs	Martina Verfürth-Hennig
The Predictive Role of Emotional Intelligence and Perceived Parenting Styles in the Happiness of Students	Dr. Mohammad Reza Firouzi
Chess is a Social Issue more than a Two-Player Strategy Game	Mustafa COSKUN
The Effect of Universities' Architectural Design in Students' Psychological Perception	Mina Rezaeian Abrishami

Lunch Break (12:30 - 01:30pm)

Session 002 (01:30 pm – 03:00 pm)

Session Chair: Assoc. Prof. Siroos Ahmadi

Track A: Business, Economics, Social Sciences and Humanities

Point of Discussion	Presenter
Hermeneutics and Politics in Islam: The Historical Mixture and the Need for Detachment	Assist. Prof. Nassereddinali Taghavian
Do Twitter Phenomena Check-in Popular Venues on Foursquare Too?	Aysun Bozanta
Analysing Political Discourse on Twitter: The Sassa Debacle	Dr. Abraham Gert van der Vyver

Track B: Engineering Technology & Applied Sciences

The Stresses that Occur in the Acromioclavicular Joint during Movements of the Shoulder Joint	Levent UĞUR
Real Time Human Motion Recognition via Spiking Neural Network	Yang Jing
Industrial Production of Medical Crude Extract from Argemone Mexicana	Samuel Habtai

Tea Break (03:00pm to 03:15pm)

Closing Ceremony



2nd Day (February 04, 2018)

Whether visiting from overseas or interstate, delegates and guests are free to discover Netherlands and its surrounds by their own.



**TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES &
HUMANITIES**

Investigating Relationship between Problem Solving Skill and Entrepreneurial Spirit among Iranian University Students

Assoc. Prof. Siroos Ahmadi*

Abstract Given the large volume of unemployed university graduates, strengthening students' entrepreneurial spirit is a fundamental necessity. The present study aimed to investigate the effect of problem solving skill on entrepreneurial spirit among university students. Research method was correlational. Population included Yasouj University students that 229 cases were selected using stratified random sampling method. Research instruments for measuring entrepreneurial spirit was ESQ developed by Siadat et al. (2012) and for assessing problem solving skills was SPS scale of Džurilla et al. (2002). Research findings using SEM showed that, there was a positive and significant relationship between problem solving skill and entrepreneurial spirit, so that, the problem solving skill was able to explain 13% of the variance of entrepreneurial spirit. However, the study concluded that, by improving problem solving skill among students, entrepreneurial spirit as a fundamental necessity can be promoted and further unemployment can be prevented.

Keywords: Entrepreneurial Spirit, Problem Solving Skill, University Students.

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Smart Management Decision Making – How to Understand and Utilize Individual Heuristics and Biases in a Corporate World

Anne Schröer-Conigliello*

Abstract Every human being is taking numerous decisions every day in private and professional life. This holds true in particular also for individuals, who work in management or team leading positions of companies. Every action and decision taken by a human being, also the behaviour of corporate managers and professional decision-makers is influenced by the respective situation and subjective parameters of such individual. Even in a professional context, human behaviour is always driven by individual motivations and incentives. But what exactly drives human behaviour? Which influencing factors exist and shape the actions and decisions taken by an individual? Initiated with the concept of the “Homo Oeconomicus”, the rational human decision-maker, driven by facts and logic, the scientific fields of “Behavioural Economics” has evolved in the past decades. Based on broad experimental data, a fruitful and controversial discussion evolved and developed around the question, if and to what extend the concept of the “Homo Oeconomicus” is influenced in reality by heuristics and biases that interfere in human decisionmaking. Contributions to these academic discussions were made by numerous scientists, academic writers and experts, such as Amos Tversky, Hanno Beck, nobel-prize winner Daniel Kahneman and others. The main assumption of the various concepts is the existence of specific influencing factors in decision-making scenarios. Such influencing factors are often called biases. One such bias is for example the so-called “Availability Bias”: The Availability Bias describes the phenomenon that individuals tend to over-value an event or fact that they had just recently experienced or been aware of. Being asked to judge the frequency or likelihood of a certain event, which the individual has experienced himself just recently, the Availability Bias leads to an incorrect and subjective judgement. Translated into e.g. a contract negotiation and negotiation decision-making scenario, the Availability Bias might influence the strategic risk assessment of a party in a negotiation setup. If, for example, one participant to a contract negotiation has negotiated a similar contract just recently, then the experiences made in this previous occasion might very likely determine the participant’s view on the actual situation. If the previous negotiation went very smooth and easy, then the individual might enter into the next contract negotiations again with the expectation of a smooth and quick establishment of a consensus. This might lead to an improper preparation or insufficient time-planning.

Keywords: Management Decision Making, Heuristics, Time Planning.

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Evidential Review of Effectiveness of Safe Patient Handling Programs

Martina Verfürth-Hennig

Abstract Due to an ageing population, increasing chronic diseases incidences, lack of healthcare specialists, competition in healthcare quality and high cost pressure there are high requirements in healthcare institutions and the need for a higher respect on protection and well-being of caregivers. The work of caregivers has serious risks when moving and treating patients. Statistics show high rates of absences of healthcare professional because of injuries especially musculoskeletal disorders (MSD) caused by patient interactions. These absences mean high cost for the institutions. One solution might be a safety and health management system for preventing injuries and illnesses. This could include a Safe Patient Handling (SPH) Program to optimize patient transfer, repositioning and lifts. Elements of such Programs are intensive training on transfers, appropriate equipment and aids as well as a safety policy including assessment instruments for analyzing the patient. For implementation of a structured program a SPH plan with defined processes and guidelines needs to be developed. Necessarily management leadership should be committed and involve staff and support the culture of change. The goal of such programs is primarily safety for caregivers, but also the safety of patients and obviously cost savings when integrating corresponding practices. The forerunners in SPH are the U.S., the Scandinavian countries as well as UK and Netherlands. But this topic is also important for other countries especially without specific legislation related to caregiver protection. This study reviews the data sets of already conducted studies on evidence of implemented programs in patient safe handling. The objective of this review is to provide a systematic overview of the SPH studies in the last years and their effectiveness in the following categories to show the value and potential in future. There is a lack in literature about SPH programs related to the acceptance and influence of organizational culture changes of healthcare professionals. The support of behavior changing of staff by policies and training is indispensable. To improve the initiation of SPH programs and to overcome possible obstacles further longtime research needs to be conducted especially on these points.

Keywords: Safe Patient Handling, Healthcare Safety, Economical Healthcare Outcomes, Organizational Implementation of Policies.

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The Predictive Role of Emotional Intelligence and Perceived Parenting Styles in the Happiness of Students

Assoc. Prof. Mohammad Reza Firouzi*

Abstract Happiness is defined as the cognitive and emotional assessment one has about his or her own life. The current study sought to determine the contribution of each parenting style and emotional intelligence in the happiness of children. The research method adopted was correlational in nature. The sample of the study was 345 students in Noorabad Mamasani, chosen through multi-stage random cluster sampling. For the purpose of data collection, use was made of three questionnaires, namely Oxford Happiness Questionnaire, Emotional Intelligence Questionnaire by Petrides and Furnham and Parenting Style Questionnaire by Baumrind. In order to compare happiness with respect to the variable of gender, we made use of independent-sample t-test. For the purpose of determining the relationship between the variables and predicting the changes in happiness, correlational methods and step-wise regression were used. The findings showed that happiness was significantly different in males and females. Moreover, parenting styles and the components of emotional intelligence had a significant correlation with happiness in both males and females. In addition, the findings showed that for males, authoritative parenting style, self-awareness and permissive parenting style, respectively, account for 50% of happiness. However, in females, social skills and authoritative parenting style accounted for only 17% of happiness. Generally speaking, the findings indicate that parenting styles which parents adopt and emotional intelligence play a very important role in happiness.

Keywords: Happiness, Perceived Parenting Style, Emotional Intelligence.

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Chess is a Social Issue more than a Two-Player Strategy Game

Mustafa COŞKUN^{1*}, Tuğrul Cabir HAKYEMEZ², Bircan COŞKUN³

Abstract Chess is a major platform for testing researches on Artificial Intelligence and related computer sciences. Also it has been explored by educational researchers with several instructional perspectives among pupils, adults, elders etc. However, the social effects on chess play can be called as the most untouched part though being a “professional chess player” would be a symbol for social status. In this study, the possible correlations between ratio of licensed chess players, their National Power Levels (UKD) and the provincial statistical results of Turkish Statistics Institute surveys are discovered. Findings showed very stimulating results for further social and educational analysis. For instance, while there are positive correlations between “Housing, Income and Wealth, Health, Schooling Ratio of Pre-Primary Education, Job Satisfaction, Percentage of Higher Education Graduates, Number of Cinema and Theatre Audience” and chess players’ ratio on province domains; there are negative correlations with “Safety, Percentage of Households Declaring to Fail on Meeting Basic Needs etc.” Moreover, there is significantly negative correlation between “Voter Turnout Ratio on Elections, Satisfaction Rate with Social Relations” and the average UKDs of chess players in cities. At the end of the study, these inspiring results and their possible reasons are discussed with future study recommendations.

Keywords: Chess, Pearson’s Correlation, Social Effects, Provinces of Turkey.

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Hermeneutics and Politics in Islam: The Historical Mixture and the Need for Detachment

Assist. Prof. Nassereddinali Taghavian*

Abstract There have always been disputes over 'true interpretation' of the holy text (Quran) and the Sira (the prophet's matter of life) among different creed's and factions of Islam. The authority and credibility of early Islam (Sadr) for Muslims is the reason for the importance and development of Tafsir (the science of interpretation). These theoretical disputes have strong implications in politics. The claims to power (Khilafat), which is a political issue, have always been justified by a claim to the truth of interpretation, which is theoretical and epistemic in nature. In this way, truth and power, knowledge and action, or hermeneutics and politics, are combined and mixed together in the history of Islam. The modern versions of such a mixture have emerged in Islamic movements since the late 19th Century in Egypt, Iran and some other Arab countries, with figures such as Jamaluddin Afghani, Rashid Reza, Seyyed Qutb, and etc. The political embodiment of these figures' thoughts can be found, for example, in Egyptian Brotherhood and Islamic Revolution with its further political structure in Iran. Islamic extremism is the newest version of the mixture of hermeneutics and politics. Despite all the theoretical and political conflicts, what is common among these movements is the very justification of their political actions by appealing to a claimed true interpretation of the Islamic text and Sira. The recent bloody incidents in the Middle East are the consequences of the mixture of hermeneutics and politics in Islam. The ultimate solution to the problem of Islamic extremism must be found in the realization of the process of detaching hermeneutics from politics. This process is called secularization.

Keywords: Hermeneutics, Politics, Islamic Extremism.

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Do Twitter Phenomena Check-in Popular Venues on Foursquare Too?

Aysun Bozanta^{1*}, Birgul Kutlu²

Abstract Social media has turned into very crucial and inevitable part of business and especially marketing. However, it is quite hard to take a detailed and complete snapshot of existing social media platforms due to their autonomous structure, huge scale of data and lack of proper tools. They are very fruitful data sources for understanding various customer profiles. Since each platform includes different customer data such as location-based social networks (LBSNs) or microblogging, it is important to integrate them and discover the customer from all aspects. LBSN's are the combination of mobile, location-based services and social media, on the other hand microblogging sites includes the ideas or daily routines of users. When businesses have such a detailed and complete view then they can give more accurate decisions. Foursquare is a location based platform where users can check in at their current locations, leave tips about the venues, explore discounts around the current location and add other people as friends. Twitter is a microblogging site where people can share their ideas about topics, follow each other, and like others' tweets. For this purpose, both data from Foursquare and Twitter were examined. The visit history of 5335 unique users who share their Foursquare check-ins also on Twitter and the characteristics of visited venues (check-in count, user count, visit count, tip count, like count, rating, and price tier) were collected with Foursquare API. In addition, the number of followers, friends, tweets and favorite-count (how many times their tweets are liked by others) were collected via Twitter API. Firstly, users were clustered according to the characteristics of the venues they visited. After that, profiling was applied on clusters according to their Twitter variables. We believe that the findings of this study will provide new insights for business owners to understand the customers more comprehensively and design better marketing strategies.

Keywords:LBSNs, Twitter, API.

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Analysing Political Discourse on Twitter: The SASSA Debacle

Dr. Abraham Gert van der Vyver*

Abstract The advent of the social media has led to the reconfiguration of democracy in that it empowers citizens to speak for themselves when political discourse on major issues is conducted. In this paper the researcher discusses the prolonged Twitter narratives that relate to the payment of social grants in South Africa and the legal battles that was triggered by it. The researcher made use of nCapture to collect 22577 tweets recorded between 3 March and 2 November 2017. The tweets were then transferred to nVivo where content analysis was done on it. The analysis focused on who participated in the discourse as well as the themes that they addressed. It is found that the hash-tagged narratives bear a strong resemblance to the transcriptions of focus groups in that it reflect the same the polyphony of discursive voices.

Keywords: nVivo, nCapture, Discourse, Content Analysis.

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The Effect of Universities' Architectural Design in Students' Psychological Perception

Mina Rezaeian Abrishami^{1*}, F. Amirbeiki Tafti²

Abstract Nowadays the architectural design of educational spaces like universities is of particular importance to have a positive impact on students' creativity and their learning ability. In designing these spaces, student's needs and requirements should be considered in order to have a better design for universities to increase their efficiency. The aim of this study is to measure students' satisfaction level based on psychological aspects in 3 sunken courtyards as a specific building structure which is used as the department of arts and architecture of Yazd University, Iran. Hence, via a close-ended questionnaire, psychological factors affecting perception and satisfaction of users (students) in sunken courtyards are investigated. Results reveal that sunken courtyards have a positive impression on students psychologically. According to respondents' perception, they are commodious, pleasant, calm, safe and secure areas. Furthermore, they provide connectedness to the green areas, incentives for learning and more concentration and creativity. The findings show that lack of perceived control is the negative factor disturbing the students in these buildings. However, based on experts' suggestions, with implementing some strategies, the impact of these negative factors will be decreased significantly.

Keywords: Educational Environment, Sunken Courtyards, Psychological Perception.

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TRACK B: ENGINEERING TECHNOLOGY AND APPLIED SCIENCES

The Stresses that Occur in the Acromioclavicular Joint during Movements of the Shoulder Joint

Alper GÜLTEKİN¹, Levent UĞUR^{2*}

Abstract Consisting of the humerus, clavicle, scapula, costal, and the sternum bones, the shoulder joint is the most complex joint of the human that has the widest range of movement. The aim of this study is to evaluate the biomechanics of the shoulder joint using the finite elements analysis method during the movements of forward flexion and abduction in physiological limits, and to identify the von Mises stress on the static and dynamic structures of the shoulder joint, which are strategically importance. By this way the shoulder joint, which has a complicated structure, will be modelled in three-dimension, and the biomechanical reactions of either glenohumeral or acromioclavicular joints and ligaments during the movements of glenohumeral joints will be thoroughly understood. A shoulder joint with a normal anatomy was modelled by using the images of computed tomography in this study. The loading affecting the joints and ligaments during the 150° movements to the two basic directions(forward flexion and abduction) were shown by using the finite elements analysis method in this study. ANSYS (version 17) was used during the analyses. The analyses were done non-linear and dynamic. At the end of the analyses, it was discovered that the most von Mises stress occurred during the flexion movements while the flexion and abduction movements in the shoulder girdle were being done. The result of this study, the shoulder girdle was modelled by using finite elements analysis method and the loadings that affect the joints and ligaments during the movements of shoulder joint were shown.

Keywords: Shoulder, Biomechanics, Finite Element Model.

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Real Time Human Motion Recognition via Spiking Neural Network

Yang Jing^{1*}, Wu Qingyuan², Qu Chang³

Abstract Real time human action recognition is to recognize the human motion type based on skeleton movement in real time and is always a challenging task. In this paper, a novel method is proposed to accomplish the classification by using Spiking neural network (SNN) which is biology oriented neural network dealing with precise timing spikes. First, a new temporal encoding scheme is used to encode the real time motion capture data into a series of spikes and the according type of the motion is represented by a spike time. Second, a two-layered spiking neural network is initiated and trained through a gradient descent learning algorithm. The experimental results show that this method achieves a good learning precision and generalization.

Keywords: Spiking Neural Network, Temporal Encoding Scheme, Recognition.

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Industrial Production of Medical Crude Extract from Argemone Mexicana

Samuel Habtai^{1*}, Mihreteab Weldemichael², Simon Tesfai³, Simon Berhane⁴, Meron Tesfagergish⁵, Abraham Michael⁶

Abstract Argemone mexicana Linn. (family: Papaveraceae) is commonly known as "DANDER" in our country. It's glabrous, branching annual herb with yellow juice and yellow pale flower; it grows up to 1-1.5 meter and have a slightly branched tap root. Its stem is branched and usually, extremely prickly. It includes a yellow juice when it cut. Argemone mexicana is naturalized throughout the tropics and subtopic regions as an agricultural weed. In our country, the latex in the stem of that plant is used to cure open wounds traditionally by some mysterious practitioners.

Keywords: Production, Argemone Mexicana, Cure.

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