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Type: **Planary Talk**

”Hadronic Effects and Observables in $B \rightarrow \pi \ell^+ \ell^-$ decay”

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I will present new results on the theory of the rare flavour-changing neutral-current decay $B \rightarrow \pi \ell^+ \ell^-$ in the region of large recoil of the pion. Nonlocal hadronic effects in this decay are treated in a systematic way, combining QCD calculation with hadronic dispersion relation including the vector meson contributions. The effective addition to the Wilson coefficient C_9 is calculated in the region $0 \leq q^2 \leq m_{J/\psi}^2$ of the lepton-pair invariant mass. This result, together with the updated $B \rightarrow \pi$ form factor from light-cone sum rules, is used to predict the rate, CP -asymmetry and isospin-asymmetry in $B \rightarrow \pi \ell^+ \ell^-$ in the Standard Model. The influence of hypothetical new physics in $b \rightarrow d \ell^+ \ell^-$ transitions on these observables, as well as the expectations for similar exclusive FCNC decays will be also discussed.

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