

## Unified framework for B-anomalies, muon $g-2$ and neutrino masses

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We present a model of radiative neutrino masses which also resolves anomalies reported in  $B$ -meson decays,  $R_{D^{(*)}}$  and  $R_{K^{(*)}}$ , as well as in muon  $g-2$  measurement,  $\Delta a_\mu$ . Neutrino masses arise in the model through loop diagrams involving TeV-scale leptoquark (LQ) scalars  $R_2$  and  $S_3$ . Fits to neutrino oscillation parameters are obtained satisfying all flavor constraints which also explain the anomalies in  $R_{D^{(*)}}$ ,  $R_{K^{(*)}}$  and  $\Delta a_\mu$  within  $1\sigma$ . An isospin-3/2 Higgs quadruplet plays a crucial role in generating neutrino masses; we point out that the doubly-charged scalar contained therein can be produced in the decays of the  $S_3$  LQ, which enhances its reach to 1.1 (6.2) TeV at  $\sqrt{s} = 14$  TeV high-luminosity LHC ( $\sqrt{s} = 100$  TeV FCC-hh). We also find that the same Yukawa couplings responsible for the chirally-enhanced contribution to  $\Delta a_\mu$  give rise to new contributions to the SM Higgs decays to muon and tau pairs, with the modifications to the corresponding branching ratios being at (2-6)% level, which could be tested at future hadron colliders, such as HL-LHC and FCC-hh.

**Authors:** THAPA, Anil; DEV, Bhupal (Washington University in St. Louis); JANA, SUDIP (Max-Planck-Institut für Kernphysik); BABU, Kaladi (Oklahoma State University)

**Presenter:** THAPA, Anil

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