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Naturalness and Hierarchy. Wilsonian and dimensional renormalization

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Fundamental unsolved questions urge us to find the way beyond the SM. Among them, the problems of "Naturalness"and "Hierarchy". Several popular attempts towards the solution have been put forward, including scale invariant BSM models, where it is assumed that dimensional regularization is endowed with special physical properties. In this talk, these attempts will be carefully confronted with the Wilsonian Effective Field Theory approach to renormalization, and a pattern towards a truly physical resolution of the naturalness/hierarchy problem will emerge.

Orateur: CONTINO, Filippo (University of Catania)

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