



ID de Contribution: 60

Type: YSF (Young Scientists Forum)

The Potential of Minimal Flavour Violation

vendredi 18 mars 2011 19:50 (6 minutes)

Minimal Flavour Violation assumes a dynamical origin for the fermion Yukawa couplings. Using only flavour symmetry, we derive the general scalar potential for the fields whose background values are the Yukawa couplings. The minimum of the potential is analyzed and confronted with the physical masses and mixings, discussing the degree of naturalness of the ansatz.

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Classification de Session: Young Scientist Forum 3

Classification de thématique: Theory