

The application of light front holographic QCD to B physics

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Holographic AdS/QCD is a model put forward by Brodsky and de Teramond which deals with the hadronic bound states in a relativistic invariant fashion. We have used the light front wavefunction obtained from AdS/QCD to calculate the distribution amplitudes of the light vector mesons like ρ and K^* . As a result, we are able to calculate Λ_{QCD}/m_b effects in $B_{(s)} \rightarrow (\rho, K^*)\gamma$ and the form factors for $B \rightarrow \rho, k^*$ transitions. I present some of our results and predictions as compared to the most recent experimental data.