Comparative study of the decays $B \to (K, K^*) l^+ l^-$ in the standard model and supersymmetric theories

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Using improved theoretical calculations of the decay form factors in the light cone QCD sum rule approach, we investigate the decay rates, dilepton invariant mass spectra and the forward-backward (FB) asymmetry in the decays $B \to (K, K^*) l^+ l^-$ ($l^\pm = e^\pm, \mu^\pm, \tau^\pm$) in the standard model (SM) and a number of popular variants of the supersymmetric (SUSY) models. Theoretical precision on the differential decay rates and FB asymmetry is estimated in these theories taking into account various parametric uncertainties. We show that existing data on $B \to X_s \gamma$ and the experimental upper limit on the branching ratio $B(B \to K^* \mu^+ \mu^-)$ provide interesting bounds on the coefficients of the underlying effective theory. We argue that the FB asymmetry in $B \to K^* l^+ l^-$ constitutes a precision test of the SM and its measurement in forthcoming experiments may reveal new physics. In particular, the presently allowed large-$\tan \beta$ solutions in SUGRA models, as well as more general flavor-violating SUSY models, yield FB asymmetries which are characteristically different from the corresponding ones in the SM.

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I. INTRODUCTION

The flavor-changing-neutral-current (FCNC) transitions $B \to (X_s, X_d) \gamma$ and $B \to (X_s, X_d) l^+ l^-$, with $X_s$ ($X_d$) being hadrons with overall strangeness $S = \pm 1$ $(S = 0)$, provide potentially stringent tests of the standard model (SM) in flavor physics. FCNC transitions are forbidden in the SM Lagrangian and are induced by the Glashow-Iliopoulos-Maiani (GIM) amplitudes [1] at the loop level, which makes their effective strengths small. In addition, these transitions may also be parametrically suppressed in the SM due to their dependence on the weak mixing angles of the quark-flavor rotation matrix — the Cabibbo-Kobayashi-Maskawa (CKM) matrix $V_{CKM}$ [2]. These two circumstances make the FCNC decays relatively rare and hence vulnerable to the presence of new physics. In the context of the SM, the potential interest in rare $B$ decays is that they would provide a quantitative determination of the quark-flavor rotation matrix, in particular the matrix elements $V_{tb}$, $V_{td}$ and $V_{ts}$ [3–6]. A beginning in that direction has already been made by the measurement of the branching ratio $B(B \to X_s \gamma)$ [7,8], yielding $|V_{ts}|/|V_{tb}| = 0.035 \pm 0.004$ [9], in agreement with the expectations based on the CKM unitarity [10]. Since complementary information will also be available from the $B^0_s \to \mu^+ \mu^-$ and $B^0 \to \ell^- \ell^+$-mixing induced mass differences $\Delta M_s$ and $\Delta M_d$, respectively, and from a number of rare kaon decays [11], the parameters of the CKM matrix, which are already fairly constrained in the SM [12–14], will be multiply determined. This will result either in precise determination of the SM parameters in the flavor sector, comparable to the precision of the electroweak parameters of the SM [15], or, more optimistically, in the discovery of new physics. Thus, FCNC processes are potentially effective tools in searching for new physics, with the supersymmetric theories receiving special attention in this context [12,16–24].

Inclusive decay rates and distributions are relatively robust theoretically, making them well-suited to search for new physics which may result in distortions of the SM distributions. Concerning rare $B$ decays, we recall that the shape of the photon energy spectra in the radiative decays $B \to (X_s, X_d) \gamma$ depends on the underlying physics. However, deviations from the SM-based normalized photon-energy distributions are expected only for the low-to-intermediate photon energies, where the individual contributions from the various operators in the underlying effective theory are comparable. Measuring the low-$E_\gamma$ spectrum is, however, a formidable task in the present experimental setup. More promising from the point of view of observing new-physics-induced distortions in the distributions are the decays $B \to (X_s, X_d) l^+ l^-$, which provide the possibility of measuring Dalitz-distributions in a number of variables, which in turn could be used to determine the coefficients of the effective vertices in the underlying theory [17]. This program is somewhat handicapped by the fact that heavy quark expansion in $1/m_b$ breaks down near the endpoints of the spectra [25,26], near the $c\bar{c}$ threshold and in the resonant region. Thus, a certain amount of modeling is unavoidable for the complete phenomenological profile of the decays $B \to X_s l^+ l^-$. A number of studies has been undertaken to assess the non-perturbative effects [25,27–32], allowing one to define lim-
pected kinematic regions where the short-distance physics in the SM and alternative theories can be quantitatively studied.

While the inclusive rare decays discussed above are theoretically cleaner than exclusive decays, which require additionally the knowledge of form factors, they are also more difficult to measure. Present best limits from the CLEO Collaboration on $B \rightarrow X_s \mu^+ \mu^-$ and $B \rightarrow X_s e^+ e^-$ [33] decays are typically an order of magnitude larger than the corresponding SM-based estimates [25]. Moreover, inclusive rare decays are a challenge for experiments operating at hadron machines. However, it is encouraging that the FCNC exclusive semileptonic decays, in particular the $B \rightarrow X_s e^+ e^-$, are accessible to a wider variety of experiments. As we will argue quantitatively in this paper, some of the present experimental bounds on these (and related $e^+ e^-$ modes) [34,35] are already quite stringent. With the advent of the Fermilab booster, DESY HERA-B, experiments at the CERN Large Hadron Collider (LHC), and also the ongoing experiments at CLEO and the B factories, the decays of interest $B \rightarrow (K,K^*) l^+ l^-$ will be precisely measured. It is therefore worthwhile to return to a comparative study of these decays in the SM and some candidate theories of physics beyond the SM to ascertain if these modes could be meaningfully used for searches of beyond-the-SM physics.

In the context of the SM, exclusive FCNC semileptonic $B$ decays have been studied in a number of papers [36–44] with varying degrees of theoretical rigor and emphasis. The main purpose of this paper is twofold: First, we would like to report on an improved calculation of the decay form factors using the technique of the light cone QCD sum rules (LCSR) [45,46]. Early studies of exclusive $B$ decays in the LCSR approach were restricted to contributions of leading twist and did not take into account radiative corrections (see Refs. [47,48] for a review and references to original publications). In the present paper, we use the results of [49] for vector form factors, which include next to leading order (NLO) radiative corrections and higher twist corrections up to twist 4 [50,51]. For $B \rightarrow K$ form factors we improve on the results obtained in [52] by including the twist 4 mass correction terms calculated in [53]. Second, we apply this technology to the SM and some popular variants of the SUSY models to determine the phenomenological profiles of the decays $B \rightarrow (K,K^*) l^+ l^-$ in these scenarios. For the latter, we choose minimal- and non-minimal SUGRA models, minimal flavor violating (MFV) supersymmetric model, and a general flavor-violating supersymmetric framework, studied in the mass insertion approximation (MIA). While all these models have been studied quite extensively in the literature for the inclusive decays $B \rightarrow X_s l \nu$ and $B \rightarrow X_s l^+ l^-$ [16–24], we are not aware of corresponding studies for the exclusive decays. We strive to fill this gap in this paper.

With our goals clearly stated, we turn to the main issues in the inclusive and exclusive rare $B$ decays. Using the language of effective theories and restricting ourselves to the SM and SUSY, the short-distance contributions in the decays $B \rightarrow X_s \gamma$ and $B \rightarrow X_s l^+ l^-$, and the exclusive decays of interest to us, are determined by three coefficients, called $C_7$, $C_9$ and $C_{10}$ [54,55]. Of these, $|C_7^{\text{eff}}|$ — the modulus of the effective coefficient of the electromagnetic penguin operator — is bounded by the present experimental measurements of the $B \rightarrow X_s \gamma$ branching ratio [7,8]. Using the 95% C.L. upper and lower bounds from the updated CLEO measurements [7],

$$2.0 \times 10^{-4} < B(B \rightarrow X_s \gamma) < 4.5 \times 10^{-4},$$

one gets in the next-to-leading precision the bounds:

$$0.28 \leq |C_7^{\text{eff}}(m_B)| \leq 0.41.$$

The magnitude of $C_7^{\text{eff}}(m_B)$ in the SM [56] is well within the CLEO bounds but there is no experimental information on the phase of $C_7^{\text{eff}}(m_B)$. It is imperative to determine this sign experimentally, as it is model-dependent. In particular, in supergravity- (SUGRA-)type theories, both positive and negative-valued solutions for $C_7^{\text{eff}}(m_B)$ are allowed in different SUSY-parameter regions.

Despite the present lack of direct information on the sign of $C_7^{\text{eff}}(m_B)$, the bound in Eq. (1.2) is quite stringent and effectively limits possible new-physics effects due to the inherent correlations among the branching ratio $B(B \rightarrow X_s \gamma)$ and other observable quantities such as the $B^0 - \overline{B^0}$ mixing, $\epsilon_K$ and the mass of the CP-even Higgs boson, $m_h$. In particular, in the context of the minimal SUGRA (MSUGRA) models, present data on $B(B \rightarrow X_s \gamma)$ [7,8] and lower bounds on $m_h$ [57] do not allow the effective coefficient $C_7^{\text{eff}}(m_B)$ to have a positive sign [22]. However, relaxing the grand unified theory (GUT) mass constraints on the parameters of the scalar superpotential, large-tan$\beta$ solutions exist, which are compatible with all present experimental constraints and predict a range of $m_h$ values which are beyond the reach of CERN $e^+ e^-$ collider LEP experiments [22]. Interestingly, these large-tan$\beta$ solutions in non-minimal SUGRA models do admit positive values for $C_7^{\text{eff}}(m_B)$ which are compatible in magnitude with the CLEO bounds. In a more general SUSY framework, the allowed parameter space for flavor-violating transitions is much larger. Thus, in the MIA approach [23], not only the sign of $C_7^{\text{eff}}$ but also that of $C_9^{\text{eff}}$ may have either value. As different dilepton invariant mass regions in $B \rightarrow X_s l^+ l^-$, the coefficients $C_7^{\text{eff}}(m_B)$, $C_9^{\text{eff}}(m_B)$ and $C_{10}^{\text{eff}}(m_B)$ are weighted differently, a detailed knowledge of the invariant mass distribution and the FB asymmetry [28], together with the decay rate $B \rightarrow X_s \gamma$, is completely sufficient to determine these effective coefficients [17]. With obvious changes, these remarks apply to the exclusive decays $B \rightarrow (K,K^*) l^+ l^-$ as well with the proviso that form factor dependence introduces an additional uncertainty, which we estimate in this paper. A relatively stable quantity is the
value of the dilepton invariant mass for which the forward-
backward FB asymmetry becomes zero in the SM. This has
been discussed in the context of a number of phenomeno-
logical models for the form factors [44]. We argue here that
using the results of the large-energy expansion technique
(LEET) [58], the uncertainty in the zero of the FB asym-
metry in the decays $B \to K^* l^+ l^-$ due to the form factors can be
shown to be minimal. This yields a strikingly simple relation
between the coefficients $C_7^{\text{eff}}$ and $C_9^{\text{eff}}$ which we present in
this paper.

This paper is organized as follows: In Sec. II, we intro-
duce the effective Hamiltonian formalism for semileptonic
rare $B$ decays. Section III contains the definitions and deri-
vations of the form factors in the decays $B \to (K, K^*) l^+ l^-$
using the light cone QCD sum rule approach. In Sec. IV, we
display the decay distributions for the invariant dilepton
mass spectra for $B \to (K, K^*) l^+ l^-$ and the FB asymmetry for
$B \to K^* l^+ l^-$. Section V contains our numerical results for
the branching ratios and the FB asymmetry in the SM, in-
cluding comparison with the available data. Comparative
studies in a number of variants of the supersymmetric mod-
els are presented in Sec. VI. Section VII contains a brief
summary and some concluding remarks.

II. EFFECTIVE HAMILTONIAN

At the quark level, the rare semileptonic decay $b \to s l^+ l^-$
can be described in terms of the effective Hamiltonian
obtained by integrating out the top quark and $W^\pm$ bosons:

$$\mathcal{H}_{\text{eff}} = -4 \frac{G_F}{\sqrt{2}} V_{ts}^\ast V_{tb} \sum_{i=1}^{10} C_i(\mu) O_i(\mu).$$

In this paper, we use the Wilson-coefficients $C_i$ calculated in
the naive dimensional regularization (NDR) scheme [59].

The above Hamiltonian leads to the following free quark
decay amplitude:

$$\mathcal{M}(b \to s l^+ l^-) = \frac{G_F}{\sqrt{2}} V_{ts}^\ast V_{tb} \left[ C_9^{\text{eff}} (\bar{s} \gamma_\mu L b) [\bar{t} \gamma^\mu l] 
+ C_{10} (\bar{s} \gamma_\mu L b) [\bar{t} \gamma^\mu s l] 
- 2 \hat{m}_b C_7^{\text{eff}} \left( \bar{s} l \sigma_{\mu \nu} \hat{q} \nu \cdot R b \right) [\bar{t} \gamma^\mu l] \right].$$

Here, $L/R = (1 \mp \gamma_5)/2$, $s = q^2$, $q = p_+ + p_-$ where $p_\pm$ are
the four-momenta of the leptons, respectively. We put

$$m_l/m_b = 0,$$

but keep the leptons massive. The hat denotes normalization in terms of the $B$-meson mass, $m_B$, e.g. $\hat{s} = s/m_B^2$, $\hat{m}_b = m_b/m_B$. Here and in the remainder of this work we shall denote by $m_b(\mu)$ the MS mass evaluated
at a scale $\mu$ and by $m_{b, \text{pole}}$ the pole mass of the $b$ quark. To
NLO in perturbation theory, they are related by

$$m_b(\mu) = m_{b, \text{pole}} \left[ 1 - \frac{4}{3} \frac{\alpha_s(\mu)}{\pi} \left( 1 - \frac{3}{4} \ln \left( \frac{m_{b, \text{pole}}^2}{\mu^2} \right) \right) \right].$$

(2.3)

Note that $\mathcal{M}(b \to s l^+ l^-)$, although a free quark decay am-
pplitude, contains certain long-distance effects from the ma-
trix elements of four-quark operators, $(\bar{l}^+ l^- s) O_i(b)$, $1 \leq i \leq 6$, which usually are absorbed into a redefinition of
the short-distance Wilson coefficients. To be specific, we define,
for exclusive decays, the effective coefficient of the operator
$O_9 = e^2/16\pi^2 (\bar{s} \gamma_\mu L b) [\bar{t} \gamma^\mu l]$ as

$$C_9^{\text{eff}}(\hat{s}) = C_9 + Y(\hat{s}),$$

(2.4)

where $Y(\hat{s})$ stands for the above-mentioned matrix elements
of the four-quark operators. A perturbative calculation yields

$$Y_{\text{pert}}(\hat{s}) = g(\hat{m}_t, \hat{s}) (3 C_1 + C_2 + 3 C_3 + C_4 + 3 C_5 + C_6)$$
$$- \frac{1}{2} g(1, \hat{s}) (4 C_3 + 4 C_4 + 3 C_5 + C_6),$$
$$- \frac{1}{2} g(0, \hat{s}) (C_3 + 3 C_4) + \frac{2}{9} (3 C_3 + 4 C_4 + 3 C_5 + C_6).$$

(2.5)

We work in leading logarithmic (LLLog) approximation with
the values of $C_i$ given in Table I. Formulas can be seen in
[54]. For the decays $B \to X_c l^+ l^-$ [likewise, for $B \to (K, K^*) l^+ l^-$], and with $s$ far below the $c\bar{c}$ threshold, per-
turbation theory, augmented by power corrections, is ex-
pected to yield a reliable estimate. The power corrections in

<table>
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<th>$C_1$</th>
<th>$C_2$</th>
<th>$C_3$</th>
<th>$C_4$</th>
<th>$C_5$</th>
<th>$C_6$</th>
<th>$C_7^{\text{eff}}$</th>
<th>$C_9$</th>
<th>$C_{10}$</th>
<th>$C^{(0)}$</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.248</td>
<td>+1.107</td>
<td>+0.011</td>
<td>-0.026</td>
<td>+0.007</td>
<td>-0.031</td>
<td>-0.313</td>
<td>+4.344</td>
<td>-4.669</td>
<td>+0.362</td>
</tr>
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</table>

TABLE I. Values of the SM Wilson coefficients used in the numerical calculations, corresponding to the central values of the parameters given in Table VI. Here, $C_7^{\text{eff}} = C_7 - C_5/3 - C_6$, and for $C_9$ we use the NDR scheme and $C^{(0)} = C_1 + C_2 + 3 C_3 + C_4 + 3 C_5 + C_6$.
TABLE II. Fudge factors in $B \to K^(*)\bar{J}/\Psi, \Psi' \to K^(*)l^+l^-$ decays calculated using the LCSR form factors.

<table>
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<th>$\kappa$</th>
<th>$J/\Psi$</th>
<th>$\Psi'$</th>
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<tbody>
<tr>
<td>$K$</td>
<td>2.70</td>
<td>3.51</td>
</tr>
<tr>
<td>$K^*$</td>
<td>1.65</td>
<td>2.36</td>
</tr>
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</table>

1/$m_c^2$ cannot be calculated near the threshold $s = 4m_c^2$ and in the resonance regions, as the heavy quark expansion breaks down [27]. So, a complete profile of the FCNC semileptonic decays cannot at present be calculated from first principles. Several phenomenological prescriptions for incorporating the nonperturbative contributions to $Y(\hat{s})$ exist in the literature [28,29,30]. The resulting uncertainties on $C_q^{\text{eff}}$ and various distributions in the inclusive decays have been worked out in [5,32,30] to which we refer for detailed discussions. In the present paper we use the two parametrizations due to Krüger and Sehgal [29] and Ali, Mannel and Morozumi [28], and interpret the difference in results for $C_q^{\text{eff}}$ as an estimate of the theoretical uncertainty. Nonperturbative effects originate in particular from resonance corrections to the perturbative quark loops included in $Y_{p_{\mu}}(\hat{s})$. Light-quark loops are suppressed by small Wilson-coefficients, so it is essentially only the charm loop that matters. Reference [28] suggests to add the $c\bar{c}$ resonance contributions from $J/\Psi, \Psi', \ldots, \Psi^{(v)}$ to the perturbative result, with the former parametrized in the form of a phenomenological Breit-Wigner ansatz [36]. $Y$ is then given by

$$Y_{\text{amm}}(\hat{s}) = Y_{\text{per}}(\hat{s}) + \frac{3\pi}{\alpha^2} C^{(0)}( \phi_{13}, \ldots, \phi_{65}) \sum \kappa_i \Gamma(V_i \to l^+l^-) m_{V_i}$$

with $C^{(0)} = 3C_1 + C_2 + 3C_3 + 3C_4 + 3C_5 + C_6$. The phenomenological factors $\kappa_i$ correct for the factorization approximation which with $N_c = 3$ (also called naive factorization [61]) gives a too small branching fraction for $B \to K^(*)V_i$. They can be fixed from

$$E(B \to K^(*)V_i \to K^(*)l^+l^-) = E(B \to K^(*)V_i) E(V_i \to l^+l^-),$$

(2.7)

where the right-hand side is given by data [15]. While in the literature for inclusive $B \to X_l^+l^-$ decays, one comes across a universal $\kappa_i(X_l) = \kappa_i(X_c) = 2.3$ [62], we have evaluated the individual factors for the lowest two $c\bar{c}$ resonances, shown in Table II. In our numerical analysis we use for the higher resonances $\Psi^{(ii)}, \ldots, \Psi^{(v)}$ the average of $J/\Psi$ and $\Psi'$. We have averaged over charged and neutral $B$ mesons if data are available. Concentrating on $J/\Psi$ only and assuming that the inclusive case $X_c$ is saturated by $K$ and $K^*$, we get $\kappa_i(X_c) = 1.9$. Note that only the combination $|C^{(0)}(\phi)|^2$ can be fixed from the $J/\psi, \phi^*$ data. However, we treat the phase of the $\kappa_i$ as fixed to the one in the factorization approach. This is substantiated by data in which the Bauer-Stech-Wirbel parameters $a_1$ and $a_2$ [63] are consistently determined, with $a_1$ coming out close to its perturbation theory value and the sign of $a_2/a_1$ is the one given by the factorization approach [64,61].

In the AMM approach, it is tacitly assumed that the extrapolation of the Breit-Wigner form away from the resonances could be used to estimate these power corrections reliably.

The KS approach [29], on the other hand, bypasses the perturbative-nonperturbative dichotomy by using the measured cross section $\sigma(e^+e^- \to \text{hadrons})$ together with the assumption of quark-hadron duality for large $\hat{s}$ to reconstruct $Y(\hat{s})$ from its imaginary part by a dispersion relation. However, perturbative contributions in $\sigma(e^+e^- \to \text{hadrons})$ and $B \to X_l^+l^-$ are not identical. In particular, the perturbative part of $Y(\hat{s})$ has genuine hard contributions proportional to $m_\gamma^2$, which can neither be ignored nor taken care of by the quark-duality argument. The issue in this approach remains as to how much of the genuine perturbative contribution in $B \to X_l^+l^-$ arising from the $c\bar{c}$ continuum should be kept and there is at present no unique solution to this problem, as argued in [31] to which we refer for further discussion of this point. As stated earlier, we shall take the difference between the AAM-based and KS-based approaches for the long-distance contributions as a theoretical systematic error.

### III. FORM FACTORS FROM QCD SUM RULES ON THE LIGHT CONE

Exclusive decays $B \to (K,K^*)l^+l^-$ are described in terms of matrix elements of the quark operators in Eq. (2.2) over meson states, which can be parametrized in terms of form factors. Let us first define the form factors of the transition involving the pseudoscalar mesons $B \to K$. The non-vanishing matrix elements are $(q = p_B - p)$

$$\langle K(p) | \bar{s} \gamma_{\mu} b | B(p_B) \rangle = f_+(s) \left( (p_B + p)_\mu - \frac{m_B^2 - m_K^2}{s} q_\mu \right) + \frac{m_B^2 - m_K^2}{s} f_0(s) q_\mu,$$

(3.1)

and

$$\langle K(p) | \bar{s} \gamma_{\mu}s_q | B(p_B) \rangle = \langle K(p) | \bar{s} \gamma_{\mu} q_\mu | B(p_B) \rangle = i \left( (p_B + p)_\mu - q_\mu (m_B^2 - m_K^2) \right) \frac{f_+(s)}{m_B + m_K}.$$

(3.2)

For the vector meson $K^*$ with polarization vector $e_\mu$, we can define the semileptonic form factors of the $V-A$ current by
Note the exact relations

$$A_3(s) = \frac{m_B + m_{K^*}}{2m_{K^*}} A_1(s) - \frac{m_B - m_{K^*}}{2m_{K^*}} A_2(s),$$

$$A_0(0) = A_3(0).$$

The second relation in Eq. (3.4) ensures that there is no kinematical singularity in the matrix element at $s=0$. The decay $B \to K^* l^+ l^-$ is described by the above semileptonic form factors and the following penguin form factors:

$$\langle K^*(p) | (V-A) \mu | B(p_B) \rangle = -i \epsilon^\mu_\mu (m_B + m_{K^*}) A_1(s)$$

$$+ i(p_B + p)_\mu (\epsilon^\mu_\mu p_B) \frac{A_2(s)}{m_B + m_{K^*}}$$

$$+ i q_\mu (\epsilon^\mu_\mu p_B) \frac{2m_{K^*}}{s}$$

$$\times (A_3(s) - A_0(s))$$

$$+ \epsilon_{\mu\nu\rho\sigma} \epsilon^\nu p_B^\rho p_B^\sigma \frac{2V(s)}{m_B + m_{K^*}}.$$  

(3.3)

The method of LCSRs was first suggested for the study of weak baryon decays in [45] and later extended to heavy meson decays in [46]. It is a nonperturbative approach which combines ideas of QCD sum rules [65] with the twist expansion characteristic for hard exclusive processes in QCD [66] and makes explicit use of the large energy of the final state meson at small values of the momentum transfer to leptons $s$. In this respect, the LCSR approach is complementary to lattice calculations [67], which are mainly restricted to form factors at small recoil (large values of $s$) and at present require the scaling behavior found in the context of the LCSRs to extrapolate to smaller values of $s$ [68]. Of course, the LCSRs lack the rigor of the lattice approach. Nevertheless, they provide a powerful nonperturbative model which is explicitly consistent with perturbative QCD and the heavy quark limit.

Early studies of exclusive $B$ decays in the LCSR approach were restricted to contributions of leading twist and did not take into account radiative corrections. These corrections, included in the estimates presented here, turn out to shift the form factors by $\sim 10\%$.

In previous works [69,52,49], the resulting form factors have been parametrized by a modified single pole formula,

$$F(\hat{s}) = \frac{F(0)}{1 - a_F \hat{s} + b_F \hat{s}^2},$$

obtained from a fit to the LCSR result in the region $\hat{s} < 0.54$. The extrapolation of this parametrization to maximum $\hat{s}$ is prone to spurious singularities below the physical cut starting at $s = m^2_{B^*}$. In the present work we thus choose a different parametrization which avoids this problem:

$$F(\hat{s}) = F(0) \exp(c_1 \hat{s} + c_2 \hat{s}^2 + c_3 \hat{s}^3).$$  

(3.7)

The term in $\hat{s}^3$ turns out to be important in $B \to K$ transitions, where $\hat{s}$ can be as large as $0.82$, but can be neglected for $B \to K^*$ with $\hat{s} < 0.69$. The parametrization formula works within $1\%$ accuracy for $s < 15$ GeV$^2$. For an estimate of the theoretical uncertainty of these form factors, we have varied the input parameters of the LCSRs, i.e. the $b$ quark mass, the Gegenbauer moments of the $K$ and $K^*$ distribution amplitudes and the LCSR-specific Borel-parameters $M^2$ and continuum threshold $s_0$ within their respective allowed ranges specified in [52,49] and obtain the three sets of form factors given in Tables III–V, which represent, for each $\hat{s}$, the cen-
tral value, maximum and minimum allowed form factors, respectively. We plot the form factors in Figs. 1 and 2.

Our value of $T_1(0)$ is consistent with the CLEO measurement of $\beta(B \to K^* \gamma)_{\exp} = (4.2 \pm 0.8 \pm 0.6) \times 10^{-5}$ [70]. From the formula for the decay rate,

$$\Gamma(B \to K^* \gamma) = \frac{G_F^2 \alpha [V_{ts} V_{tb}^*]^2}{32 \pi^3} m_b^3 \left(1 - m_{K^*}^2 / m_B^2\right)^3 |C_7^{\text{eff}}|^2 |T_1(0)|^2,$$

the central values of the parameters given in Table VI, $T_1(0) = 0.379$ and with $\tau_B = 1.61$ ps we find $\beta(B \to K^* \gamma)_{\text{th}} = 4.4 \times 10^{-5}$.

### IV. DECAY DISTRIBUTIONS

In this section we define various decay distributions whose phenomenological analysis will be performed in the next section.

Equation (2.2) can be written as

$$\mathcal{M} = \frac{G_F^2 \alpha}{2 \sqrt{2} \pi} \left( \bar{V}_{ts} \tilde{V}_{tb} m_B \left[ T_1^1 (\bar{T} \gamma^\mu) + T_2^2 (\bar{T} \gamma^\mu \gamma_5 l) \right] \right),$$

with $p = p_B + p_{K^*}$. Note that, using the equation of motion for lepton fields, the terms in $\hat{q}_\mu$ in $T_1^1$ vanish and those in $T_2^2$ become suppressed by one power of the lepton mass. This effectively eliminates the photon pole in $B'$ for $B \to K$.

The auxiliary functions above are defined as

$$A'(\hat{s}) = C_g^{\text{eff}}(\hat{s}) f_+(\hat{s}) + \frac{2 \hat{m}_B}{1 + \hat{m}_K} C_7^{\text{eff}} f_+(\hat{s}),$$

$$B'(\hat{s}) = C_g^{\text{eff}}(\hat{s}) f_-(\hat{s}) - \frac{2 \hat{m}_b}{\hat{s}} (1 - \hat{m}_K) C_7^{\text{eff}} f_+(\hat{s}),$$

$$C'(\hat{s}) = C_{10} f_+(\hat{s}),$$

$$D'(\hat{s}) = C_{10} f_-(\hat{s}),$$

$$A(\hat{s}) = \frac{2}{1 + \hat{m}_{K^*}} C_g^{\text{eff}}(\hat{s}) V(\hat{s}) + \frac{4 \hat{m}_b}{\hat{s}} C_7^{\text{eff}} T_1(\hat{s}),$$

$$B(\hat{s}) = (1 + \hat{m}_{K^*}) \left[ C_g^{\text{eff}}(\hat{s}) A_1(\hat{s}) + \frac{2 \hat{m}_b}{\hat{s}} (1 - \hat{m}_{K^*}) C_7^{\text{eff}} T_2(\hat{s}) \right],$$

$$C(\hat{s}) = \frac{1}{1 - \hat{m}_{K^*}^2} \left[ (1 - \hat{m}_{K^*}) C_g^{\text{eff}}(\hat{s}) A_2(\hat{s}) + \frac{2 \hat{m}_b}{\hat{s}} C_7^{\text{eff}} \left( T_3(\hat{s}) + \frac{1 - \hat{m}_{K^*}^2}{\hat{s}} T_2(\hat{s}) \right) \right],$$

### TABLE IV. Parameters for the maximum allowed form factors.

<table>
<thead>
<tr>
<th></th>
<th>$f_+$</th>
<th>$f_0$</th>
<th>$f_T$</th>
<th>$A_1$</th>
<th>$A_2$</th>
<th>$A_0$</th>
<th>$V$</th>
<th>$T_1$</th>
<th>$T_2$</th>
<th>$T_3$</th>
</tr>
</thead>
<tbody>
<tr>
<td>$F(0)$</td>
<td>0.371</td>
<td>0.371</td>
<td>0.423</td>
<td>0.385</td>
<td>0.320</td>
<td>0.698</td>
<td>0.548</td>
<td>0.437</td>
<td>0.437</td>
<td>0.295</td>
</tr>
<tr>
<td>$c_1$</td>
<td>1.412</td>
<td>0.579</td>
<td>1.413</td>
<td>0.557</td>
<td>1.083</td>
<td>1.945</td>
<td>1.462</td>
<td>1.498</td>
<td>0.495</td>
<td>1.044</td>
</tr>
<tr>
<td>$c_2$</td>
<td>0.261</td>
<td>-0.240</td>
<td>0.247</td>
<td>0.068</td>
<td>0.393</td>
<td>0.314</td>
<td>0.953</td>
<td>0.976</td>
<td>0.402</td>
<td>1.378</td>
</tr>
<tr>
<td>$c_3$</td>
<td>0.822</td>
<td>0.774</td>
<td>0.742</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### TABLE V. Parameters for the minimum allowed form factors.

<table>
<thead>
<tr>
<th></th>
<th>$f_+$</th>
<th>$f_0$</th>
<th>$f_T$</th>
<th>$A_1$</th>
<th>$A_2$</th>
<th>$A_0$</th>
<th>$V$</th>
<th>$T_1$</th>
<th>$T_2$</th>
<th>$T_3$</th>
</tr>
</thead>
<tbody>
<tr>
<td>$F(0)$</td>
<td>0.278</td>
<td>0.278</td>
<td>0.300</td>
<td>0.294</td>
<td>0.246</td>
<td>0.412</td>
<td>0.399</td>
<td>0.334</td>
<td>0.334</td>
<td>0.234</td>
</tr>
<tr>
<td>$c_1$</td>
<td>1.568</td>
<td>0.740</td>
<td>1.600</td>
<td>0.656</td>
<td>1.237</td>
<td>1.543</td>
<td>1.537</td>
<td>1.575</td>
<td>0.562</td>
<td>1.230</td>
</tr>
<tr>
<td>$c_2$</td>
<td>0.470</td>
<td>0.080</td>
<td>0.501</td>
<td>0.456</td>
<td>0.822</td>
<td>0.954</td>
<td>1.123</td>
<td>1.140</td>
<td>0.481</td>
<td>1.089</td>
</tr>
<tr>
<td>$c_3$</td>
<td>0.885</td>
<td>0.425</td>
<td>0.796</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Note that the inclusion of the full $s$-quark mass dependence into the above formulas can be done by substituting $m_b$

\begin{align*}
D(\hat{s}) &= \frac{1}{\hat{s}} \left[ C_\gamma^{\text{eff}}(\hat{s})(1 + \hat{m}_{K^*})A_1(\hat{s}) - (1 - \hat{m}_{K^*})A_2(\hat{s}) - 2\hat{m}_{K^*}A_0(\hat{s}) \right], \\
E(\hat{s}) &= \frac{2}{1 + \hat{m}_{K^*}} C_{10} V(\hat{s}), \\
F(\hat{s}) &= (1 + \hat{m}_{K^*}) C_{10} A_1(\hat{s}), \\
G(\hat{s}) &= \frac{1}{1 + \hat{m}_{K^*}} C_{10} A_2(\hat{s}), \\
H(\hat{s}) &= \frac{1}{\hat{s}} C_{10} \left[ (1 + \hat{m}_{K^*})A_1(\hat{s}) - (1 - \hat{m}_{K^*})A_2(\hat{s}) - 2\hat{m}_{K^*}A_0(\hat{s}) \right].
\end{align*}

Note that the inclusion of the full $s$-quark mass dependence into the above formulas can be done by substituting $m_b$ into all terms proportional to $C_\gamma^{\text{eff}}$ and $m_b - m_b - m_s$ in $C_\gamma^{\text{eff}} T_{2,3}$, since $O_7 \gamma_s d_{\mu S} \{ (m_b + m_s) + (m_b - m_s) \gamma_5 \} q^b$.

We choose the kinematic variables $(\hat{s}, \hat{u})$ to be

\begin{align*}
\hat{s} &= \hat{q}^2 = (p_+ + p_-)^2, \\
\hat{u} &= (\hat{p}_B - p_-)^2 - (\hat{p}_B - p_+)^2
\end{align*}

which are bounded as

\begin{align*}
(2\hat{m}_1)^2 \leq \hat{s} \leq (1 - \hat{m}_{K^*})^2, \\
-\hat{u}(\hat{s}) \leq \hat{u}(\hat{s}) \leq \hat{u}(\hat{s})
\end{align*}

with $\hat{m}_1 = m_1/m_B$

\begin{align*}
\hat{u}(\hat{s}) &= \sqrt{\lambda \left( 1 - 4 \frac{\hat{m}_1^2}{\hat{s}} \right)},
\end{align*}

where

\begin{align*}
\lambda &= \left( \frac{\hat{m}_1}{\hat{s}} \right)^2, \\
\hat{m}_1 &= m_1/m_B.
\end{align*}

FIG. 2. LCSR form factors with theoretical uncertainties for the $B \to K^*$ transition as a function of $\hat{s}$. In (a), the solid, dotted, dashed and short dashed curves correspond to $V_{A_0}, A_1, A_2$ and in (b) the solid, dotted and dashed curves correspond to $T_1, T_2, T_3$, respectively. Renormalization scale for $T_i$ is $\mu = m_b$. 

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$m_w$</td>
<td>5.21 GeV</td>
</tr>
<tr>
<td>$m_Z$</td>
<td>91.1867 GeV</td>
</tr>
<tr>
<td>$\sin^2\theta_W$</td>
<td>0.2233</td>
</tr>
<tr>
<td>$m_\tau$</td>
<td>1.4 GeV</td>
</tr>
<tr>
<td>$m_{b,{\text{pole}}}$</td>
<td>4.8+0.2 GeV</td>
</tr>
<tr>
<td>$m_t$</td>
<td>173.8+5.0 GeV</td>
</tr>
<tr>
<td>$\mu$</td>
<td>$m_{b,{\text{pole}}} m_{b,{\text{pole}}} / 2$</td>
</tr>
<tr>
<td>$\Lambda_{QCD}$</td>
<td>$0.220^{+0.006}_{-0.003}$ GeV</td>
</tr>
<tr>
<td>$\alpha^{-1}$</td>
<td>129</td>
</tr>
<tr>
<td>$\alpha_s(m_Z)$</td>
<td>$0.119\pm0.0058$</td>
</tr>
<tr>
<td>$</td>
<td>V_{tb}^*V_{tb}</td>
</tr>
<tr>
<td>$</td>
<td>V_{us}^*V_{ub}</td>
</tr>
</tbody>
</table>

TABLE VI. Default values of the input parameters and the ± 1 σ errors on the sensitive parameters used in our numerical calculations.

-- $m_b + m_s$ into terms proportional to $C_\gamma^{\text{eff}} T_1$ and $C_\gamma^{\text{eff}} f_T$

FIG. 1. LCSR form factors with theoretical uncertainties for the $B \to K^*$ transition as a function of $\hat{s}$. Solid, dotted and dashed curves correspond to $f_T, f_T, f_0$, respectively. Renormalization scale for $f_T$ is $\mu = m_b$. 

we choose the kinematic variables $(\hat{s}, \hat{u})$ to be

\begin{align*}
\hat{s} &= \hat{q}^2 = (p_+ + p_-)^2, \\
\hat{u} &= (\hat{p}_B - p_-)^2 - (\hat{p}_B - p_+)^2
\end{align*}

which are bounded as

\begin{align*}
(2\hat{m}_1)^2 \leq \hat{s} \leq (1 - \hat{m}_{K^*})^2, \\
-\hat{u}(\hat{s}) \leq \hat{u}(\hat{s}) \leq \hat{u}(\hat{s})
\end{align*}

with $\hat{m}_1 = m_1/m_B$

\begin{align*}
\hat{u}(\hat{s}) &= \sqrt{\lambda \left( 1 - 4 \frac{\hat{m}_1^2}{\hat{s}} \right)},
\end{align*}

where

\begin{align*}
\lambda &= \left( \frac{\hat{m}_1}{\hat{s}} \right)^2, \\
\hat{m}_1 &= m_1/m_B.
\end{align*}

FIG. 2. LCSR form factors with theoretical uncertainties for the $B \to K^*$ transition as a function of $\hat{s}$. In (a), the solid, dotted, dashed and short dashed curves correspond to $V_{A_0}, A_1, A_2$ and in (b) the solid, dotted and dashed curves correspond to $T_1, T_2, T_3$, respectively. Renormalization scale for $T_i$ is $\mu = m_b$. 

we choose the kinematic variables $(\hat{s}, \hat{u})$ to be

\begin{align*}
\hat{s} &= \hat{q}^2 = (p_+ + p_-)^2, \\
\hat{u} &= (\hat{p}_B - p_-)^2 - (\hat{p}_B - p_+)^2
\end{align*}

which are bounded as

\begin{align*}
(2\hat{m}_1)^2 \leq \hat{s} \leq (1 - \hat{m}_{K^*})^2, \\
-\hat{u}(\hat{s}) \leq \hat{u}(\hat{s}) \leq \hat{u}(\hat{s})
\end{align*}

with $\hat{m}_1 = m_1/m_B$

\begin{align*}
\hat{u}(\hat{s}) &= \sqrt{\lambda \left( 1 - 4 \frac{\hat{m}_1^2}{\hat{s}} \right)},
\end{align*}

where

\begin{align*}
\lambda &= \left( \frac{\hat{m}_1}{\hat{s}} \right)^2, \\
\hat{m}_1 &= m_1/m_B.
\[ \lambda = \lambda(1, \hat{m}^2_{K, K*}, \hat{s}) \]
\[ = 1 + \hat{m}^2_{K, K*} + \hat{s}^2 - 2\hat{s} - 2\hat{m}^2_{K, K*}(1 + \hat{s}). \]  
(4.23)

Note that the variable \( \hat{u} \) corresponds to \( \theta \), the angle between the momentum of the \( B \) meson and the positively charged lepton \( l^+ \) in the dilepton c.m. system (c.m.s.) frame, through the relation \( \hat{u} = -\hat{u}(\hat{s})\cos \theta \) [28]. Keeping the lepton mass, we find the double differential decay widths \( \Gamma^K \) and \( \Gamma^{K*} \) for the decays \( B \rightarrow Kl^+l^- \) and \( B \rightarrow K^*l^+l^- \), respectively, as

\[
\frac{d^2\Gamma^K}{ds d\hat{u}} = \frac{G_F^2 \alpha^2 m_B^5}{2^{11} \pi^5} |V_{ts}^2 V_{tb}^2| \left\{ |A|^2 \left( \frac{\sqrt{3}}{3} \hat{s}^2 \lambda + \frac{2}{3}\hat{m}_T^2 \hat{s} \right) + |C|^2 \left( \frac{\sqrt{3}}{3} \hat{s}^2 \lambda + \frac{2}{3}\hat{m}_T^2 \hat{s} \right) + |E|^2 \left( \frac{\sqrt{3}}{3} \hat{s}^2 \lambda + \frac{2}{3}\hat{m}_T^2 \hat{s} \right) + \frac{1}{4m^2_{K*}} \left[ |B|^2 (\lambda - \hat{u}^2 + 8\hat{m}^2_{K*}(\hat{s} + 2\hat{m}^2_T)) \right. \\
+ \frac{1}{4m^2_{K*}} \left[ |C|^2 (\lambda - \hat{u}^2 + 4\hat{m}^2_T(2 + \hat{m}^2_{K*} - \hat{s})) - \frac{1}{2m^2_{K*}} \left[ \text{Re}(BC^*) (1 - \hat{m}^2_{K*} - \hat{s})(\lambda - \hat{u}^2) + \text{Re}(FG^*) \right. \\
\times \left( \frac{1}{2m^2_{K*}} \right) \right] \right\}. \]  
(4.25)

A. Dilepton mass spectrum

We now give formulas for the dilepton invariant mass spectra. Integrating over \( \hat{u} \) in the kinematical region given in Eq. (4.21) we find

\[
\frac{d\Gamma^K}{ds} = \frac{G_F^2 \alpha^2 m_B^5}{2^{10} \pi^5} |V_{ts}^2 V_{tb}^2| \hat{u}(\hat{s}) \left\{ |A|^2 \left( \frac{\sqrt{3}}{3} \hat{s}^2 \lambda + \frac{2}{3}\hat{m}_T^2 \hat{s} \right) + |C|^2 \left( \frac{\sqrt{3}}{3} \hat{s}^2 \lambda + \frac{2}{3}\hat{m}_T^2 \hat{s} \right) + |E|^2 \left( \frac{\sqrt{3}}{3} \hat{s}^2 \lambda + \frac{2}{3}\hat{m}_T^2 \hat{s} \right) + \frac{1}{4m^2_{K*}} \left[ |B|^2 (\lambda - \hat{u}^2 + 8\hat{m}^2_{K*}(\hat{s} + 2\hat{m}^2_T)) \right. \\
+ \frac{1}{4m^2_{K*}} \left[ |C|^2 (\lambda - \hat{u}^2 + 4\hat{m}^2_T(2 + \hat{m}^2_{K*} - \hat{s})) - \frac{1}{2m^2_{K*}} \left[ \text{Re}(BC^*) (1 - \hat{m}^2_{K*} - \hat{s})(\lambda - \hat{u}^2) + \text{Re}(FG^*) \right. \\
\times \left( \frac{1}{2m^2_{K*}} \right) \right] \right\}. \]  
(4.26)

Both distributions agree with the ones obtained in [42]. In the limit \( m_I \rightarrow 0 \) the form factors \( f_0 \) (or \( f_- \)) and \( A_0 \) do not contribute. Furthermore, since \( |C_I| \ll |C_9|, |C_{10}| \), the influence of \( f_T, T_3 \) on the distributions is subdominant. That means
that roughly $d\Gamma^K/d\hat{s} \sim |f_{l+}|^2$ for $l=e,\mu$ in the low $\hat{s}$ region below the $J/\Psi$, with a $\sim -12\%$ effect coming from $C_7^{\text{eff}}f_T$ terms. For $B\to K^*$, the $b\to s\gamma$ transition is more important: for $s<1$ GeV$^2$ the photon pole is the dominant contribution, and it still contributes $\sim -30\%$ around $s\approx 3$ GeV$^2$.

### B. Forward-backward asymmetry

The differential forward-backward asymmetry (FBA) is defined as [28]

$$
\frac{dA_{\text{FB}}}{ds} = -\int_0^{\hat{s}_0} du \frac{d^2\Gamma}{duds} + \int_{\hat{s}_0}^{\infty} du \frac{d^2\Gamma}{duds}.
$$

(4.28)

The FBA vanishes in $B\to Kl^+l^-$ decays as can be seen from Eq. (4.24), since there is no term containing $\hat{u}$ with an odd power. For $B\to K^*l^+l^-$ decays it reads as follows:

$$
\frac{dA_{\text{FB}}}{ds} = \frac{G_F^2\alpha^2 m_b^5}{2^{10}/\pi^5} |V_{ts}|^2 |\hat{s}_0|^2 \hat{s}_0^2 \hat{s}_0^2 \left[ \text{Re}(BE^*) + \text{Re}(AF^*) \right]
$$

$$
= \frac{G_F^2\alpha^2 m_b^5}{2^{10}/\pi^5} |V_{ts}|^2 |\hat{s}_0|^2 \hat{s}_0^2 C_{10} \left[ \text{Re}(C_9^{\text{eff}}) V_{t}\left(1-\frac{\hat{m}_b}{\hat{s}_0}\right) + \frac{\hat{m}_b}{\hat{s}_0} C_7^{\text{eff}} \left(V T_2(1-\hat{m}_K\hat{\hat{s}}) + A_1 T_1(1+\hat{m}_K)\right) \right].
$$

(4.29)

The position of the zero $\hat{s}_0$ is given by

$$
\text{Re}(C_9^{\text{eff}}(\hat{s}_0)) = -\frac{\hat{m}_b}{\hat{s}_0} C_7^{\text{eff}} \left[ \frac{T_2(\hat{s}_0)}{A_1(\hat{s}_0)} \left(1-\frac{\hat{s}_0}{\hat{m}_K^2}\right) + \frac{T_1(\hat{s}_0)}{V(\hat{s}_0)} \left(1+\frac{\hat{m}_K^2}{\hat{s}_0}\right) \right],
$$

(4.30)

which depends on the value of $m_b$, the ratio of the effective coefficients $C_7^{\text{eff}}/\text{Re}(C_9^{\text{eff}}(\hat{s}_0))$, and the ratio of the form factors shown above. It is interesting to observe that in the Large Energy Effective Theory (LEET) [58], both ratios of the form factors appearing in Eq. (4.30) have essentially no hadronic uncertainty, i.e., all dependence on the intrinsically nonperturbative quantities cancels, and one has simply

$$
\frac{T_2}{A_1} = \left(1 + \frac{\hat{m}_K^2}{\hat{s}_0} \right) \left(1 - \frac{\hat{s}_0}{1-\hat{m}_K^2} \right),
$$

$$
\frac{T_1}{V} = \left(1 + \frac{\hat{m}_K^2}{\hat{s}_0} \right).
$$

(4.31)

With these relations, one has a particularly simple form for the equation determining $\hat{s}_0$, namely

$$
\text{Re}(C_9^{\text{eff}}(\hat{s}_0)) = -\frac{\hat{m}_b}{\hat{s}_0} C_7^{\text{eff}} \left[ \frac{1-\hat{s}_0}{1+\hat{m}_K^2} - \frac{1}{\hat{s}_0} \right].
$$

(4.32)

Thus, the precision on the zero point of the FB asymmetry in $B\to K^*l^+l^-$ is determined essentially by the precision of the ratio of the effective coefficients and $m_b$, making it at par with the corresponding quantity in the inclusive decays $B\to X_l^\pm l^\mp l^\pm$, for which the zero point is given by the solution of the equation $\text{Re}(C_9^{\text{eff}}(\hat{s}_0)) = -(2\hat{s}_0) C_7^{\text{eff}}$. We find the insensitivity of $\hat{s}_0$ to the decay form factors in $B\to K^*l^+l^-$ a remarkable result, which has also been discussed in [44].

However, the LEET-based result in Eq. (4.31) stands theoretically on more rigorous grounds than the arguments based on scanning a number of form factor models. With the coefficients given in Table I and $m_b = 4.4$ GeV, we find $\hat{s}_0 = 0.10$ (i.e. $s_0 = 2.9$ GeV$^2$) in the SM. From Eq. (4.30) it follows that there is no zero below the $c\bar{c}$ resonances if both $C_9$ and $C_7^{\text{eff}}$ have the same sign as predicted in some beyond-the-SM models.

From the experimental point of view the normalized FB asymmetry is more useful, defined as

$$
\frac{dA_{\text{FB}}}{ds} = \frac{dA_{\text{FB}}}{d\hat{s}} \left/ \frac{d\Gamma}{d\hat{s}} \right.,
$$

(4.33)

which is equivalent to the energy asymmetry [18,25]. A slightly different definition is

$$
\frac{dA_{\text{FB}}}{ds} = \frac{dA_{\text{FB}}}{d\hat{s}} \left/ \Gamma \right.,
$$

(4.34)

whose integral gives the global energy asymmetry $A_{\text{FB}}' = A_{\text{FB}}/\Gamma$.

We summarize the characteristics of our observables: $(d\hat{l}/d\hat{s}^*) (B\to Kl^+l^-)$ and $(d\hat{l}/d\hat{s}^*) (B\to K^*l^+l^-)$ get maximal for maximal $|C_7^{\text{eff}}|, |C_9|, |C_{10}|$ and sign($C_7^{\text{eff}}\text{Re}(C_9^{\text{eff}})) = +1$. 

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The condition in Eq. (4.35) with low-tan $\beta$ is satisfied in the SM and the SUGRA models between the SM and models having new physics. For example, this condition is satisfied in the SM and the SUGRA models with large-tan $\beta$, in which case the actual position of $\xi_0$ would provide the further discriminant. However, it turns out that the allowed parameter space of the SUGRA models with large-tan $\beta$ yield $\text{sign}(C_7^{\text{eff}}\text{Re}(C_{0}^{\text{eff}})) = +1$ [22], leading to the result that the FB asymmetry in these models is parametrically different. In particular, in all such cases, there is no zero of the FB asymmetry.

V. BRANCHING RATIOS AND FB ASYMMETRY IN SM

The input parameters that we use in our numerical analysis are given in Table VI. The parameters which are either well known or have a small influence on the decay rates have been fixed to their central values, but we vary four of the listed parameters, $m_t$, $\mu$, $m_{b,\text{pole}}$ and $\alpha_s(m_Z)$, in the indicated range. Furthermore, in the evaluation of the various distributions we use for $m_b$ the MSbar mass evaluated at the scale $\mu = m_{b,\text{pole}}$, see Eq. (2.3). In the SM we obtain the following non-resonant branching ratios, denoted by $B_{nr}$ ($l = \ell, \mu$):

$$B_{nr}(B \to K^+ l^-) = 5.7 \times 10^{-7},$$

$$\Delta B_{nr} = (\pm \frac{2.7}{13}, \pm 6, \pm 7, \pm 1, \pm 2)\%,$$  \hspace{1cm} (5.1)

$$B_{nr}(B \to K^\tau^+ \tau^-) = 1.3 \times 10^{-7},$$

$$\Delta B_{nr} = (\pm \frac{2.2}{6}, \pm 7, \pm 4, \pm 0.4, \pm 1)\%,$$  \hspace{1cm} (5.2)

$$B_{nr}(B \to K^\tau e^+ e^-) = 2.3 \times 10^{-6},$$

$$\Delta B_{nr} = (\pm \frac{2.0}{9}, \pm 4, \pm 1, \pm 3)\%,$$  \hspace{1cm} (5.3)

$$B_{nr}(B \to K^\tau^+ \mu^-) = 1.9 \times 10^{-6},$$

$$\Delta B_{nr} = (\pm \frac{2.6}{6}, \pm 6, \pm 4, \pm 0.7, \pm 2)\%.$$  \hspace{1cm} (5.4)

$$B_{nr}(B \to K^\tau^+ \tau^-) = 1.9 \times 10^{-7},$$

$$\Delta B_{nr} = (\pm \frac{4.4}{11}, \pm 4, \pm 13, \pm 0.6, \pm 3)\%.$$  \hspace{1cm} (5.5)

The first error in the $\Delta B_{nr}$ consists of hadronic uncertainties from the form factors. The other four errors given in the parentheses are due to the variations of $m_t$, $\mu$, $m_{b,\text{pole}}$ and $\alpha_s(m_Z)$, in order of appearance. In addition, there is an error of $\pm 2.5\%$ from the lifetimes $\tau_B$ [15]. The scale dependence of the branching ratio $B_{nr}(B \to K^* e^+ e^-)$ gives $+12\%$ and $+1.4\%$, as $\mu$ is varied from $\mu = m_{b,\text{pole}}$ to $\mu = 2m_{b,\text{pole}}/2$ and $\mu = 2m_{b,\text{pole}}$, respectively, and we have taken the larger of the two errors in this case to estimate the scale dependence of this branching ratio. The largest parametric errors are from the uncertainties of the scale $\mu$ and the top quark mass, $m_t$. The large scale dependence of the branching ratios reflects essentially that of the effective coefficients. To remedy this, one has to calculate the virtual corrections to the matrix elements of the partonic decays $b \to s l^+ l^-$ to obtain perturbatively improved effective coefficients which are both scale and scheme independent [71]. The exclusive decay form factors, obtained in the LCSR method including the radiative corrections, depend also on $m_b$, $\alpha_s$, and the renormalization scale $\mu$. However, the various dependencies of the form factors are inadequate to compensate for the corresponding dependences in the effective coefficients being used. We present in Fig. 3 the exclusive branching ratios calculated in the LCSR approach, obtained by adding the stated errors in quadrature. We also give, for the sake of completeness, the branching ratios for the inclusive decays $B \to (X_s, X_p) l^+ l^-$ in the SM, including the CKM dependence of the latter. Experimental upper limits (at 90% C.L.) are also shown: solid squares are from the charged $B^+$ decays (and charge conjugate), circles from the decays of $B^0$ (and charge conjugate), and the empty squares are from the inclusive decays, averaged over the charged and neutral $B$ decays. All experimental limits are from the CLEO [35,33] and CDF [34] Collaborations.

FIG. 3. Theoretical expectations for the exclusive decay branching ratios $B(B \to K^+ l^+ l^-)$, $B(B \to K^0 l^+ l^-)$, $l^\pm = e^\pm, \mu^\pm, \tau^\pm$, calculated in the LCSR method in the SM. For the sake of completeness, we also give the branching ratios for the inclusive decays $B \to X_s l^+ l^-$ and $B \to X_p l^+ l^-$ in the SM, including the CKM dependence of the latter. Experimental upper limits (at 90% C.L.) are also shown: solid squares are from the charged $B^+$ decays (and charge conjugate), circles from the decays of $B^0$ (and charge conjugate), and the empty squares are from the inclusive decays, averaged over the charged and neutral $B$ decays. All experimental limits are from the CLEO [35,33] and CDF [34] Collaborations.
ure we have averaged the branching ratios for the charged and neutral $B$-meson decays, as the differences in their branching ratios are expected to be minimal theoretically.

Figure 3 shows that the exclusive decays $B \to K^* \mu^+ \mu^-$ and $B \to K^* e^+ e^-$ provide the current most stringent bounds on the effective coefficients. While none of the experimental bounds has reached the SM sensitivity, they do provide interesting upper limits on the parameter space of models with physics beyond the SM. We will discuss this point in detail below in the context of the SUSY models we are studying in this paper. We have also estimated the present theoretical precision on the quantity $s_0$ (zero of the FB asymmetry) in the decay $B \to K^* \ell^+ \ell^-$ for $\ell^= e^\pm$ and $\ell^= \mu^\pm$. Note, that due to the kinematics, there is no zero for the FB asymmetry for the case $B \to K^* \tau^+ \tau^-$. Theoretical uncertainties from the form factors and the four parameters discussed above, $m_1$, $\mu$, $m_{b,\text{pole}}$ and $\alpha_s(m_Z)$, on the $s_0$ are estimated as $\pm 1\%$, $\pm 0.3\%$, $+14\%/-7\%$, $\pm 6\%$, $\pm 4\%$, respectively. As discussed above, the form-dependent uncertainty for this quantity is minimal, and the main sources of errors are $\mu$ and $m_{b,\text{pole}}$. The reason of the marked scale dependence is again the lack of compensating perturbative corrections, in the absence of which the scale dependence of the Wilson coefficients reflects itself in rendering $s_0$ rather imprecise. Adding the stated errors in quadrature, we estimate in the SM (fixing $m_b$ while varying $\mu$ and $\alpha_s(m_Z)$):

$$s_0 = 2.88^{+0.49}_{-0.28} \text{ GeV}^2. \quad (5.6)$$

The actual dilepton mass distributions and the FB asymmetry for the decays of interest in the SM will be given later, together with the corresponding estimates in some variants of SUSY.

VI. THE DECAYS $B \to (K,K^*)l^+l^-$ IN SUSY MODELS

First studies of rare $B$ decays $B \to X_\gamma y$ and $B \to X_l^+l^-$ in the context of MSSM were carried out in [16–18]. Since then, these studies have been updated by taking into account progress in theory and experiments. We employ the following models to study the rare $B \to K^*(l^+l^-)$ decays: (i) minimal supergravity (MSUGRA), (ii) relaxed SUSY (RSUGRA), obtained from MSUGRA by relaxing the universal scalar mass condition at the GUT scale [19,20,22], (iii) minimal flavor violating supersymmetric model (MFV) in the sense that the flavor violation is solely due to the standard CKM mechanism and resides in the charged current sector) [21], and (iv) the mass insertion approximation (MIA) [23]. The last of these models serves as a generic supersymmetric extension of the SM having non-CKM flavor violations. We do not consider models with broken R-parity and assume that there are no new phases from new physics beyond the SM, or, equivalently, that the constraints from the electric dipole moments of the neutron and charged lepton and indirect constraints from the decay $B \to X_\gamma y$ as well as other FCNC processes render these phases innocuous. This covers an important part of the supersymmetric parameter space, but not all. The issue of supersymmetric phases having measurable consequences in CP violations in $B$ and $K$ decays and electric dipole moments (EDMs) of the neutron and charged lepton is still far from being settled. As we have not studied CP asymmetries in the decays $B \to (K,K^*)l^+l^-$, the neglect of additional CP phases is not crucial to the analysis of the decay rates being presented here.

The strongest constraint on the minimal supersymmetric standard model (MSSM) parameter space is coming from data on $B \to X_\gamma y$ [7], given in Eq. (1.1). In terms of the Wilson coefficients, this puts a bound on the modulus of $C_7^{\text{eff}}$, given in Eq. (1.2) in the NLO approximation. The SM-based estimate of $C_7^{\text{eff}}$ in the NLO precision is well within this range, which then restricts the otherwise allowed parameter space in the supersymmetric models we are considering. To be consistent with the precision of other contributions in $B \to X_l^+l^-$, and for comparison with the rates and distributions in the SM, we work with $C_7^{\text{eff}}(m_{b,\text{pole}})$ in the LLA accuracy. This yields the bounds (at 95% C.L.)

$$0.249 \leq |C_7^{\text{eff,LLA}}(\mu = 4.8 \text{ GeV})| \leq 0.374. \quad (6.1)$$

We remind at the outset that the theoretical uncertainties in the decay rates are estimated by us to be typically $\pm 35\%$. Hence SUSY searches in $B \to (K,K^*)l^+l^-$ will be unambiguous only for drastic SUSY effects.

To illustrate generic SUSY effects in $B \to (K,K^*)l^+l^-$, we start by assuming $|C_7^{\text{eff}}| = |C_7^{\text{SM}}|$ for two possible solutions, $C_7^{\text{eff}} < 0$ (SM-like) and $C_7^{\text{eff}} > 0$ (allowed in SUSY models). We also fix the other two coefficients $C_9$ and $C_{10}$ to their respective SM values. We show the dilepton invariant mass distributions for $B \to K^* \mu^+ \mu^-$ and $B \to K^* \mu^+ \mu^-$ decays in Figs. 4 and 5(a), respectively. The FB asymmetry for $B \to K^* \mu^+ \mu^-$ is shown in Fig. 5(b). These figures present a comparative study of the SM- and SUSY-based distributions, and the attendant theoretical uncertainties associated with the long-distance effects. For the latter, we have used the Krüger-Sehgal (KS) approach [29] and the Ali-Mannel-Morozumi (AMM) approach [28] to estimate the resonance-related uncertainties. These figures illustrate that despite non-perturbative uncertainties, it will be possible to distinguish between the SM and a theoretical scenario in which the magnitude of the effective coefficients are similar, but $C_7^{\text{eff}}$ has the “wrong sign.” For the dilepton invariant mass, this reverses the sign of the interference term involving Re($C_7^{\text{eff}}$, $C_9^{\text{eff}}$) which leads to significant difference in the decays $B \to K^* l^+ l^-$. More striking deviation from the SM prediction is found in $A_{FB}$ for the models in which the condition Eq. (4.35) is not satisfied, resulting in a FB asymmetry which remains negative below the $J/\psi$-resonance region. This would be a drastic deviation from the SM, which cannot be fudged away due to non-perturbative effects. Interestingly, the situation $C_7^{\text{eff}} \approx -C_{75}^{\text{SM}}$ is met in a number of SUSY models as discussed below. In addition, in a gen-

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4 There is a wrong sign in the chargino and neutralino box matching condition in [16]. This sign discrepancy between [16] and [18] has already been mentioned by the latter. We are grateful to T. Goto and F. Krüger for clarifying this point.
FIG. 4. The dilepton invariant mass distribution in $B \rightarrow K \mu^+ \mu^-$ decays, using the form factors from LCSR as a function of $s$. Solid curve: SD + LD using Ref. [29]; dashed curve: SD + LD using Ref. [28]; dotted curve: pure SD; long-short dashed curve: SD + LD using Ref. [29] with $C_{\gamma}^{\text{eff}} = - C_{\gamma}^{\text{SM}}$.

eral flavor-violating supersymmetric model, also the other two Wilson coefficients ($C_9$ and $C_{10}$) may have either sign. In this case, the FB asymmetry in $B \rightarrow K^* l^+ l^-$ may have a functional dependence on the dilepton mass which is characteristically different than the ones obtaining in the SM and SUGRA models, as shown below.

More elaborate changes from new physics (NP) in the values of the relevant Wilson coefficients can be taken into account by the (correlated) ratios ($i=7,9,10$)

$$R_i(\mu) = \frac{C_i^{NP} + C_i^{SM}}{C_i^{SM}} = \frac{C_i}{C_i^{SM}}, \quad (6.2)$$

which depend on the renormalization scale (except for $C_{10}$), for which we shall always take $\mu = m_{h, \text{pole}}$. The experimental constraint from $B \rightarrow X_s \gamma$ given in Eq. (1.1) now translates into the bound

$$0.80 < |R_7(\mu = 4.8 \text{ GeV})| < 1.20, \quad (6.3)$$

where the coefficients are understood to be calculated in the leading-log approximation (LLA) precision. In the numerical estimates, we have used $B_{7} = (10.4 \pm 0.4)\%$ for the average semileptonic branching ratio, and have set the heavy quark expansion parameters to the values $\lambda_1 = -0.20 \text{ GeV}^2$ and $\lambda_2 = 0.12 \text{ GeV}^2$. The allowed values of the other two ratios $R_9$ and $R_{10}$ are taken from the literature for the MSUGRA and RSUGRA models [20,22], and for the other two models, MFV and MIA, we have calculated them. In particular, in the MIA approach, large enhancements are anticipated in the branching ratio $B(\rightarrow X_s l^+ l^-)$ in some allowed region of the parameter space [23]. These enhancements, suitably modified by the form factors, are also present in the branching ratios for the exclusive decays $B \rightarrow (K, K^*) l^+ l^-$. However, as shown in Fig. 3, some of these branching ratios are bounded quite stringently, in particular, for the decays $B \rightarrow K^* e^+ e^-$ and $B \rightarrow K^* \mu^+ \mu^-$. Assuming $R_7$ in the allowed range, we shall work out the constraints on the effective coefficients $C_9$ and $C_{10}$ (equivalently $R_9$ and $R_{10}$). Based on this analysis, we shall show the dilepton invariant mass spectra and the FB asymmetry in some representative cases.

A. $B \rightarrow (K, K^*) l^+ l^-$ in SUGRA models

We shall consider here both the minimal and restricted SUGRA models (MSUGRA, RSUGRA). The parameter space of these models may be decomposed into two qualitatively different regions, which can be characterized by tan $\beta$ values. For small tan $\beta$, say tan $\beta \sim 2$, the sign of $C_7^{\text{eff}}$ is the same as in the SM. Here, no spectacular deviations from the SM can be expected in the decays $B \rightarrow (K, K^*) l^+ l^-$. Given the theoretical uncertainties shown earlier by us, we think that it would be very difficult to disentangle any SUSY effects for this scenario in these decays. For large tan $\beta$, the situation is more interesting due to correlations involving the branching ratio for $B \rightarrow X_s \gamma$, the mass of the lightest $CP$-even Higgs boson, $m_h$, and sign($\mu_{SUSY}$), appearing in the Higgs superpotential. In this case, there are two branches for the solutions for $m_h$ and $B(\rightarrow X_s \gamma)$. The interesting scenario for SUSY searches in $B \rightarrow (K, K^*) l^+ l^-$ is the one in which sign($\mu_{SUSY}$) and $m_h$ admit $C_7^{\text{eff}}$ to be positive. For example, this happens for tan $\beta \geq 10$, in which case $m_h$
tributions the non-perturbative uncertainties attendant with the SM dis-
in Fig. 6. This enhancement is difficult to disentangle from
enhanced by about 30% compared to the SM one, as shown
The dilepton invariant mass distribution for
|B \langle l^+ l^- \rangle | 

\begin{align*}
R_7 &= -1.2, \quad R_9 = 1.03, \quad R_{10} = 1.0, \quad (6.4)
\end{align*}

obtained for \( \tan \beta = 30 \) [20], as a representative large-tan \( \beta \) solution, to study the effects on our observables. We find that
in the low-\( q^2 \) region the branching ratio for \( B \rightarrow K^\pm \mu^- \) is enhanced by about 30% compared to the SM one, as shown in Fig. 6. This enhancement is difficult to disentangle from the non-perturbative uncertainties attendant with the SM distributions (shown as the shaded band in this figure). The dilepton mass distribution for \( B \rightarrow K^* \mu^+ \mu^- \) is more promising, as in this case the enhancement is around 100%, see Fig. 7, and this is distinguishable from the SM-related theoretical uncertainties (shown as the shaded band in this figure). Note that the resulting branching ratios are consistent with the present experimental upper bounds on these decays given earlier. The supersymmetric effects presented here are very similar to the ones worked out for the inclusive decays
\( B \rightarrow X_s l^+ l^- \) [20], where enhancements of (50–100%) were predicted in the low-\( q^2 \) branching ratios. The effect of \( R_7 \) being negative is striking in the FB asymmetry as shown in Fig. 8, in which the two SUGRA curves are plotted using Eq. (6.4) (for \( R_7 < 0 \)) and by flipping the sign of \( R_7 \) but keeping the magnitudes of \( R_i \) to their values given in this equation. Summarizing for the SUGRA theories, large \( \tan \beta \) solutions lead to \( C_7^{\text{eff}} \) being positive, which implies that FB asymmetry below the \( J/\psi \)-resonant region remains negative (hence,

no zero in the FB asymmetry in this region) and one expects an enhancement up to a factor two in the dilepton mass distribution in \( B \rightarrow K^* e^+ e^- \) and \( B \rightarrow K^* \mu^+ \mu^- \).

B. \( B \rightarrow (K,K^*)l^+l^- \) in MFV-SUSY model

The MFV-SUSY model is based on the assumption of minimal flavor violation. Here, quarks and squarks are aligned so there is no flavor-changing \( q \rightarrow q' \) vertex and the charged one, \( d \rightarrow u - \tilde{\chi}^+ \), is governed by the

FIG. 6. The dilepton invariant mass distribution in \( B \rightarrow K^\pm \mu^- \) decays, using the form factors from LCSR as a function of \( s \). All resonant \( c\bar{c} \) states are parametrized as in Ref. [29]. The solid line represents the SM and the shaded area depicts the form factor–related uncertainties. The dotted line corresponds to the SUGRA model with \( R_7 = -1.2, R_9 = 1.03 \) and \( R_{10} = 1.0 \). The long-short dashed lines correspond to an allowed point in the parameter space of the MIA-SUSY model, given by \( R_7 = -0.83, R_9 = 0.92 \) and \( R_{10} = 1.61 \). The corresponding pure SD spectra are shown in the lower part of the plot.

FIG. 7. The dilepton invariant mass distribution in \( B \rightarrow K^* \mu^+ \mu^- \) decays, using the form factors from LCSR as a function of \( s \). All resonant \( c\bar{c} \) states are parametrized as in Ref. [29]. The legends are the same as in Fig. 6.

FIG. 8. The normalized forward-backward asymmetry in \( B \rightarrow K^* e^+ e^- \) decay as a function of \( s \), using the form factors from LCSR approach. All resonant \( c\bar{c} \) states are parametrized as in Ref. [29]. The solid line denotes the SM prediction. The dotted (long-short dashed) lines correspond to the SUGRA (the MIA-SUSY) model, using the parameters given in Eq. (6.4) [Eq. (6.10)] with the upper and lower curves representing the \( C_7^{\text{eff}} < 0 \) and \( C_7^{\text{eff}} > 0 \) case, respectively. The dashed curves indicating a positive asymmetry for large \( s \) correspond to the MIA-SUSY models using the parameters given in Eq. (6.11), i.e. the ‘‘best depression scenario’’ with \( C_{10} > 0 \).
CKM matrix. As a consequence, in this model neutralino-
down-squark and gluino-down-squark graphs do not contrib-
ute to either $b \rightarrow s \gamma$ or $b \rightarrow s l^+ l^-$ transitions. In addition to the charged Higgs-boson-top-quark graphs, chargino-up
type squarks loops with a light stop $\tilde{t}_1$, and the $W^\pm$-top
quark loops, present in the SM, give the dominant contribu-
tion. While not holding generally, the assumptions in the
minimal flavor violation (MFV) SUSY model are valid over
an important part of the minimal supersymmetric parameter
space [21]. They have the simplifying feature that the domi-
nant supersymmetric effects remain confined to charged cur-
rent transitions and relatively easy to test experimentally due
to well-defined correlations in several measurable quantities
involving FCNC transitions [21,12].

As is well known [72], in the two-Higgs doublet model of
type II (2HDM model II), which is embedded also in the
MFV-SUSY construct, the charged-Higgs-boson contribution
is always additive to the SM, i.e., $C_7^\text{eff}(2HDM)<0$,
yielding a lower bound on the charged Higgs boson mass
$m_{h^\pm}$ (almost) independent of $\tan \beta$, above $\tan \beta>1$. In
MFV, the $\chi^\pm - \tilde{t}_1$ loop can compensate the $H^\pm - t$ contribution,
with a large positive contribution to $C_7^\text{eff}$. We scan over
the parameter space in the range $55 \text{ GeV} < m_{h^\pm} < 1 \text{ TeV}$, $0
< M_2, |\mu_{
\text{susy}}| < 500 \text{ GeV}$, where $\mu_{\text{susy}}$ is the bilinear Higgs
boson coupling in the superpotential and $M_2$ is the gaugino
soft breaking mass. We use $m_{\tilde{q}}=m_{\tilde{t}_1}=1 \text{ TeV}$, where $m_{\tilde{q}}$
denotes the (degenerate) masses of other top squarks, and
fix $m_{\tilde{t}_1}=50 \text{ GeV}$ to its lower bound. We reject too light
charginos, demanding $m_{\tilde{\chi}^0_i}>70 \text{ GeV}$, and also solutions
which do not satisfy the bounds from the branching ratio on
$B \rightarrow X_s \gamma$. The chargino contribution to $C_7^\text{eff}$
decreases for larger values of $m_{\tilde{t}_1}$ and we therefore keep it to its minimal
value $m_{\tilde{t}_1}=70 \text{ GeV}$. We have chosen a stop mixing angle
$\theta_{\tilde{t}}=\pm 2 \pi/5$, i.e. the light stop $\tilde{t}_1=\cos \theta_{\tilde{t}} \tilde{t}_L+\sin \theta_{\tilde{t}} \tilde{t}_R$ is
almost right handed.

For small $\tan \beta$, for which we again take $\tan \beta=2$, we
find that the ratio $R_7$ remains positive, i.e. $C_7^{\text{eff}}<0$, and lies
within the experimentally allowed bands from $B \rightarrow X_s \gamma$,
and the other two ratios are in the range $0.98<R_9<1.07$ and
$0.79<R_{10}<1.15$. For large $\tan \beta$, taken to be 30, just as in
the SUGRA models discussed earlier, $C_7^{\text{eff}}$ changes sign
($R_7<0$). The ratios $R_9$ and $R_{10}$ are again always positive but
now $R_9$ is almost identical to 1, and $R_{10}$ tends to lie below
the SM value. Numerically, we find the ranges $0.99<R_9
<1.03$, $0.93<R_{10}<1.02$. The maximal (minimal) value of $\tan \beta$
found for $R_7>0$ ($<0$) is $5$ (20). In contrast, a no mixing
choice $\theta_{\tilde{t}}=\pm \pi/2$ or $\tilde{t}_1=\tilde{t}_R$ yields, for both $\tan \beta=2$ and
$30$, $C_7^{\text{eff}}<0$ or equivalently $R_7>0$.

In general, in the MFV model, SUSY effects on $C_9$ and
$C_{10}$ are much smaller than the corresponding one on $C_7^{\text{eff}}$. A
large value of $\tan \beta$ helps $C_7^{\text{eff}}$ to satisfy the $B \rightarrow X_s \gamma$
bound but admits a sign opposite to the one in the SM. Dominant
SUSY contributions to $C_9$ and $C_{10}$ are due to the charged
Higgs boson exchange and are suppressed as $\sim 1/\tan^2 \beta$, for
large $\tan \beta$. Chargino effects in $C_9$ and $C_{10}$ increase for
larger values of the ratio $M_2/|\mu_{\text{susy}}|>1$. Using the central
values of the parameters and the LCSR form factors, the
maximal non-resonant branching ratios in the MFV are
found for the ratios $R_7=\pm 1.2$, $R_9=1.0$ and $R_{10}=1.02$:
$B_{nr}^{\text{max,MFV}}(B \rightarrow K \mu^+ \mu^-)=7.5 \times 10^{-7}$ and
$B_{nr}^{\text{max,MFV}}(B \rightarrow K^* \mu^+ \mu^-)=3.2 \times 10^{-6}$. While larger than the corre-
sponding branching ratios in the SM, they are compatible
with the present experimental bounds [34,35]. Our findings
in the MFV-SUSY model are very similar to the SUGRA
model and in agreement with [19] for the inclusive decays. As
the values of $R_i$ for the maximal non-resonant branching
ratios in the MFV model are almost identical to their
SUGRA-model counterparts given in Eq. (6.4), for which we
have shown the dilepton invariant mass spectra and FB
asymmetry, we refrain from showing the corresponding fig-
ures for the MFV case.

C. $B \rightarrow (K,K^*) l^+ l^-$ in the MIA approach

The minimal insertion approach aims at including all possible
squark mixing effects in a model independent way. Choosing
a $q, \bar{q}$ basis where the $q-\bar{q}-\chi^0$ and $q-\bar{q}-\tilde{g}$
couplings are flavor diagonal, flavor changes are incorporated by
a non-diagonal mass insertion in the $\tilde{q}$ propagator, which can
be parametrized as $(A,B=\text{left, right})$ [73]

$$\left( \delta_{ij}^{\text{up,down}} \right)_{A,B}=\frac{(m_{ij}^{\text{up,down}})^2_{A,B}}{m_{\tilde{q}}^2},$$

where $(m_{ij}^{\text{up,down}})^2_{A,B}$ are the off-diagonal elements of the up-
down squark mass squared matrices that mix flavor $i$ and $j$,
for both the right- and left-handed scalars, and $m_{\tilde{q}}^2$ is the
average squark mass squared. The sfermion propagators are
expanded in terms of the $\delta$s. The Wilson coefficients have
the following structure ($k=7,9,10$):

$$C_k=C_k^{\text{SM}}+C_k^{\text{dia}}+C_k^{\text{MIA}},$$

where $C_k^{\text{MIA}}$ is given in terms of $(\delta_{ij}^{\text{up,down}})_{A,B}$ up to two
mass insertions [23], and $C_k^{\text{dia}}$ being the SUSY contribu-
tion in the basis where only flavor-diagonal contributions are
allowed. It is tacitly assumed that the $\delta$s are small and this
defines the theoretical consistency of this approach which has
to be checked a posteriori.

The MIA-SUSY approach has been recently used in the
analysis of the decays $B \rightarrow X_s l^+ l^-$ [23], taking into account
the present bounds on the coefficient $C_7^{\text{eff}(M_B)}$ following from
the decay $B \rightarrow X_s \gamma$. The other two coefficients $C_9^{\text{MIA}}$
and $C_{10}^{\text{MIA}}$ are calculated by scanning over the allowed super-
symmetric parameter space [23]. For $M_{\text{susy}}=-160 \text{ GeV},
 m_{\tilde{g}}=m_{\tilde{t}_1}=250 \text{ GeV}, m_{\tilde{t}_1}=90 \text{ GeV}, m_{\tilde{q}}=50 \text{ GeV}$, these
coefficients are expressed as

$$C_9^{\text{MIA}}(M_B)=-1.2 \left( \delta_{23}^{LL} \right)_{LL}+0.69 \left( \delta_{23}^{LL} \right)_{LR}-0.51 \left( \delta_{23}^{LL} \right)_{LR},$$

$$C_{10}^{\text{MIA}}=1.75 \left( \delta_{23}^{LL} \right)_{LL}-8.25 \left( \delta_{23}^{LL} \right)_{LR}. \quad (6.7)$$

Of these, the mass insertions $(\delta_{23}^{LL})_{LL}$ and $(\delta_{23}^{LL})_{LR}$ are related by
a CKM rotation and the bound on one implies a similar
bound on the other. One may have marked enhancement or
depletion in the branching ratios for the decay $B \to X_s l^+ l^-$. Note also the large numerical coefficient of $(\delta^{\nu}_{23})_{LR}$ in the expression for $C_{10}^{MIA}$. For the parameters for which Eq. (6.7) holds, the diagonal-SUSY contributions to $C_9$ and $C_{10}$ are: $C_9^{\text{diag}}(m_b) = -0.35$, $C_{10}^{\text{diag}} = -0.27$. Depending on the value of $(\delta^{\nu}_{23})_{LR}$ and $(\delta^{d}_{23})_{LL}$, the coefficient $C_{10}$ may easily overcome the SM and the diagonal-MSSM contributions in this coefficient, changing the overall sign of the FB asymmetry. This feature is a marked difference between this scenario and the competing ones, namely SUGRA and MFV, where $C_{10}$ remains close to the SM value (see Table I). This feature has been noted already in [23] in the context of the FB asymmetry in the inclusive decay $B \to X_s l^+ l^-$. To maximize the effects in this general flavor-violating supersymmetric context, several special cases have been studied in Ref. [23] in detail. We shall discuss the following three scenarios from this work:5

(1) “Best enhancement scenario” for the branching ratio $B(B \to X_s l^+ l^-)$, which corresponds to the choice $C_7^{\text{eff}} = 0.445$, $(\delta^{d}_{23})_{LL} = (\delta^{d}_{23})_{LR} = 0.5$ and $(\delta^{d}_{23})_{LL} = 0.9$;

(2) “Best enhancement scenario” with $C_7^{\text{eff}} < 0$; corresponding to using $C_7^{\text{eff}} = -0.445$, $(\delta^{d}_{23})_{LL} = -0.5$, $(\delta^{d}_{23})_{LL} = -0.1$ and $(\delta^{d}_{23})_{LR} = 0.9$;

(3) “Best depression scenario,” corresponding to $C_7^{\text{eff}} = -0.25$, $(\delta^{d}_{23})_{LL} = 0.5$, $(\delta^{d}_{23})_{LL} = 0.1$ and $(\delta^{d}_{23})_{LR} = -0.6$.

With these choices, drastic effects in the branching ratios and the FB asymmetry have been predicted for the decays $B \to X_s l^+ l^-$, as displayed in Figs. 5–8 in Ref. [23]. To wit, in the first scenario listed above, enhancements as large as a factor 5 are admissible in $B(B \to X_s e^+ e^-)$ and even higher, 6.5, in $B \to X_s \mu^+ \mu^-$. We shall largely follow this analysis here in discussing the decay characteristics of the exclusive decays $B \to (K, K^*) l^+ l^-$ but would like to add a dissenting remark concerning the coefficient $C_7^{\text{eff}}(m_b)$. We recall that the extremal values used for $C_7^{\text{eff}}(m_b)$ in [23] correspond to using the 99% C.L. limits on $B(B \to X_s \gamma)$, which give the bounds $0.252 < C_7^{\text{eff}} < 0.445$ in the NLO approximation. This procedure allows a much larger range for the ratio $R_7$ than the one given in Eq. (6.3), which is then partly reflected in the branching ratios for $B \to X_s l^+ l^-$. We argue that even with this more restricted range of $C_7^{\text{eff}}$, the two “best enhancement scenarios” for $B \to X_s l^+ l^-$ of Ref. [23] alluded to above give too large branching ratios for the exclusive decays being studied here. To be specific, in the first scenario, the parameters given above translate into $R_9 \approx 1.26$ and $R_{10} \approx 2.84$. The central values of the form factors calculated here in the LCSR approach then lead to the following branching ratio:

\[ B^\text{max,MIA}(B \to K^* \mu^+ \mu^-) = 11.5 \times 10^{-6}, \]

which is approximately 3 times larger than the recent CDF (90% C.L.) upper limit on this quantity [34].

\[ B(B \to K^* \mu^+ \mu^-) < 4.0 \times 10^{-6}. \] (6.8)

The $B \to K$ transition in this scenario is likewise enhanced, yielding a branching ratio $B^\text{max,MIA}(B \to K^* \mu^+ \mu^-) = 3.2 \times 10^{-6}$, which is typically a factor 5 larger than the SM branching ratio, but still compatible with the experimental upper limit, $B(B \to K^* \mu^+ \mu^-) < 5.2 \times 10^{-6}$ [34]. Hence, the present experimental upper bound on $B \to K^* \mu^+ \mu^-$ provides non-trivial bounds on $C_9$ and $C_{10}$, equivalently on $R_9$ and $R_{10}$, which we now proceed to work out.

D. Bounds on $C_9$ and $C_{10}$ from present data

The branching ratios $B \to (K, K^*) l^+ l^-$ can be expressed as quadratic equations in the coefficients $C_7^{\text{eff}}$, $C_9$ and $C_{10}$. Given the branching ratios (equivalently upper bounds), these equations can be solved numerically and yield the allowed contours in the $C_9$-$C_{10}$ plane. For working out the constraints, we use the experimental bound in Eq. (6.8) and the following expression which follows from Eq. (4.27):

\[ B(B \to K^* \mu^+ \mu^-) = a_{K^*}^{(nr)} |C_7^{\text{eff}}|^2 + b_{K^*}^{(nr)} |C_9|^2 + c_{K^*}^{(nr)} |C_{10}|^2 \]
\[ + d_{K^*}^{(nr)} C_7^{\text{eff}} C_9 + e_{K^*}^{(nr)} C_7^{\text{eff}} C_{10} + f_{K^*}^{(nr)} C_9 \]
\[ + g_{K^*}^{(nr)}. \] (6.9)

The coefficients $a_{K^*}^{(nr)}$, ..., $g_{K^*}^{(nr)}$ are tabulated in Table VII, using the central values of the $B \to K^*$ form factors in Table III and the maximum and minimum values of the same given in Tables IV and V, respectively. Of these, the coefficients $b_{K^*}^{(nr)}$ and $c_{K^*}^{(nr)}$ coincide if one neglects the $l^2$ masses. The superscript on these coefficients is a reminder that only non-resonant contributions are included.

The quadratic equation in Eq. (6.9) is solved numerically for the two distinct situations $C_7^{\text{eff}} < 0$ (SM-like) and $C_7^{\text{eff}} > 0$ (new physics scenario) in the experimentally allowed range for $C_7^{\text{eff}}$ given in Eq. (6.1). The resulting 90% C.L. allowed contours are shown in Fig. 9 and Fig. 10, respectively.

We neglect the effect from the RG running from $\mu = m_b$ (used in [23]) to $\mu = m_{b,pole}$ used by us.
FIG. 9. Bounds on the coefficients $C_0(m_B)$ and $C_{\pm}$ resulting from the experimental upper bound $B(B^{0}\rightarrow K^0 \mu^+ \mu^-)<4.0 \times 10^{-6}$ (at 90% C.L.) [34] and $C_{7}(\mu=4.8 \text{ GeV})=-0.249$ from the bounds given in Eq. (6.1). The SM point and two representative points in the SUSY-MIA approach from Ref. [23] are also shown. The three curves correspond to using the central values of the form factors (solid curve), the minimum (outer dashed curve) and maximum (inner dashed curve) allowed values discussed in Sec. III.

Also, in working out the constraints shown in these figures, we have fixed $|C_{7}^{\text{eff}}|=|C_{7}^{\text{eff,min}}|=0.249$ in the allowed range given in Eq. (6.1), as this gives for both the cases ($C_{7}^{\text{eff}}<0$ and $C_{7}^{\text{eff}}=0$) the loosest bounds on $C_{9}$ and $C_{10}$. This can be seen in Fig. 11 and Fig. 12 drawn for $C_{7}^{\text{eff}}<0$ and $C_{7}^{\text{eff}}=0$, respectively, where we show the dependence of the bounds in the $C_{9}$-$C_{10}$ plane on the experimentally allowed range for $|C_{7}^{\text{eff}}|$ given in Eq. (6.1). In these figures, we use the minimum values of the form factors given in Table V for reasons given above. In Figs. 9 and 11, we also show the SM point (see Table I) and the SUSY-MIA points for the “best enhancement scenario with $C_{7}^{\text{eff}}<0$,” corresponding to $C_{9}(m_B)=5.0$, $C_{10}=-12.5$, and the “best depression scenario with $C_{7}^{\text{eff}}<0$,” corresponding to $C_{9}(m_B)=3.2$, $C_{10}=-0.2$ [23]. We note that the “best enhancement scenario with $C_{7}^{\text{eff}}<0$” is ruled out by data. The other MIA-SUSY point, as well as the SM, are both well within the experimental bound. The SUSY-MIA point corresponding to the “best enhancement scenario with $C_{7}^{\text{eff}}<0$” of Ref. [23] is shown in the $C_{9}$-$C_{10}$ plane in Figs. 10 and 12. This corresponds to the point $C_{9}(m_B)=5.5$, $C_{10}=-13.2$. As anticipated, this “best enhancement scenario with $C_{7}^{\text{eff}}<0$” is convincingly ruled out by the experimental upper bound on $B(B\rightarrow K^\pi \mu^+ \mu^-)$. The analysis shown in Figs. 9–12 holds for all models discussed here in this paper in which the SD physics can be encoded in terms of the three real Wilson coefficients $C_{7}^{\text{eff}}$, $C_{9}$ and $C_{10}$. The point we wish to stress is that existing data on $B\rightarrow K^\pi \mu^+ \mu^-$, in conjunction with the branching ratio $B(B\rightarrow X_s \gamma)$, provides non-trivial constraints on $C_{9}$ and $C_{10}$.

Illustrative examples of the dilepton invariant mass spectrum in the decays $B\rightarrow K\mu^+ \mu^-$ and $B\rightarrow K^\pi \mu^+ \mu^-$ in the MIA approach are shown in Figs. 6 and 7, respectively. They have been calculated for the following values:

$$R_7=\pm 0.83, \quad R_9=0.92, \quad R_{10}=1.61,$$

which are allowed by the present experimental bounds. The

FIG. 10. The same as Fig. 9 but for the solution with $C_{7}^{\text{eff}}=0.249$. The point MIA$_{\text{best}}$ corresponds to the “best enhancement scenario” of Ref. [23], discussed in the text.

FIG. 11. The same as Fig. 9, but showing the dependence of the bounds on the experimentally allowed range for $|C_{7}^{\text{eff}}|$, 0.249 $\leq |C_{7}^{\text{eff}}|\leq 0.374$, with the form factors fixed to their minimum values given in Table V.

FIG. 12. The same as Fig. 11, but with $C_{7}^{\text{eff}}>0$. 

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characteristic difference in this case, as compared to the SUGRA and MFV-SUSY models, lies in the significantly enhanced value of $C_{10}$.

As already mentioned, a characteristic of the MIA approach is that the sign of $C_{10}$ ($C_{10}^{SM}<0$) depends on the quantities ($\delta_{IJ}^{LL}$) and ($\delta_{IJ}^{LR}$). In particular, the large number in front of ($\delta_{IJ}^{LL}$) in $C_{10}$, obtained for the specific values of the SUSY parameter space, could change the sign of this Wilson coefficient. This has no effect on the dilepton invariant mass distributions, as they depend quadratically on $C_{10}$, but it would change the sign of $A_{FB}$ in $B\to K^{*}l^{+}l^{-}$. To illustrate this, we use the parameters close to the so-called “best depression” scenario [23], corresponding to the following values:

$$R_{\gamma}=\pm 0.83, \quad R_{\phi}=0.79, \quad R_{\rho}=0.38,$$

and plot the resulting normalized FB asymmetry in Fig. 8. The positive FB asymmetry in $B\to K^{*}l^{+}l^{-}$ (as well as in $B\to X_{s}l^{+}l^{-}$ shown in [23]) for the dilepton invariant mass below the resonant $J/\psi$ region is rather unique, as none of the other models considered here (SM, SUGRA and MFV) admit solutions with positive $C_{10}$.

Finally, to facilitate a model independent determination of the coefficients $C_{7}^{eff}$, $C_{9}$, and $C_{10}$ from the decays $B\to (K,K^{*})l^{+}l^{-}$, we write down a parametrization of the partially integrated branching ratios and FBA in the low $s$ region. Using, for the sake of definiteness, $s_{\text{min}}=0.25$ GeV$^2$, $s_{\text{max}}=8.0$ GeV$^2$, the partial branching ratios $\Delta B_{X}$ and the corresponding FBA $A_{FB}$ can be expressed as ($X=K,K^{*}$)

$$\Delta B_{X}=\int_{s_{\text{min}}}^{s_{\text{max}}} \frac{dB(B\to X\mu^{+}\mu^{-})}{ds} \, ds,$$

$$=a_{X}[C_{7}^{eff}]+b_{X}[C_{9}]+c_{X}[C_{10}]+d_{X}C_{7}^{eff}C_{9}+e_{X}C_{7}^{eff}f_{X}C_{9}+g_{X},$$

$$\Delta A_{FB}=\tau_{B}\int_{s_{\text{min}}}^{s_{\text{max}}} \frac{dA_{FB}(B\to K^{*}\mu^{+}\mu^{-})}{ds},$$

$$=C_{10}^{LR}(h_{X}C_{7}^{eff}+j_{X}C_{9}+k_{X}).$$

Numerical values of the coefficients are given in Table VIII. They have been obtained by using the central values of the form factors and other parameters given in Table III and Table VI, respectively. Specifying a model by the effective coefficients $C_{7}^{eff}(m_{B})$, $C_{9}^{eff}(m_{B})$, and $C_{10}$ enables one to obtain readily the predictions for $\Delta B_{X}$ and $\Delta A$ in this model. In the SM, we estimate $\Delta B_{K}=2.90\times 10^{-7}$, $\Delta B_{K^{*}}=7.67\times 10^{-7}$ and $\Delta A_{FB}=-0.71\times 10^{-7}$, yielding $\Delta A_{FB}^{FB}/\Delta B_{K^{*}}=-9.2\%$. The branching ratios for the decays $B\to (K,K^{*})e^{+}e^{-}$ are practically identical. Typical theoretical errors on these quantities, obtained by varying the form factors and the parameters $m_{t}$, $m_{b}$, $\mu$ and $A_{QCD}$ in the ranges discussed earlier and adding the individual errors in quadrature are $\pm 30\%$ for $\Delta B$ and $\pm 38\%$ for $\Delta A$. However, the branching ratios and the FB asymmetry may be significantly enhanced (or depressed) in some variants of the supersymmetric models discussed. With $O(10^{3})$ $B\bar{B}$ events anticipated at the $B$ factories and HERA-B, and much higher yields at the Fermilab Tevatron and CERN LHC experiments, these rates and asymmetries will allow precision tests of the SM and may indicate the presence of new physics.

### VII. SUMMARY AND CONCLUDING REMARKS

Before summarizing our results, we would like to comment on the contributions from the helicity-flipped counterparts of the SM operators $O_{7}$, $O_{9}$, and $O_{10}$:

$$O_{7}^{eff}=\frac{e^{2}}{16\pi}m_{\mu}m_{b}LbF^{\mu\nu},$$

$$O_{9}^{eff}=\frac{e^{2}}{16\pi}g_{\mu}b_{R}l\bar{l}\gamma_{\mu},$$

$$O_{10}^{eff}=\frac{e^{2}}{16\pi}g_{\mu}b_{R}l\bar{l}\gamma_{\mu}\gamma_{5}.\ (7.3)$$

In an enlarged operator basis including these and the SM operators, the various distributions for the decays of interest can be obtained from the substitutions $C_{7}

\rightarrow C_{7}^{eff}$, $C_{9}$, and $C_{10}$ in the matrix elements and the auxiliary functions Eqs. (4.6)–(4.17) for $B\to K$, and for $B\to K^{*}$ in the terms which are proportional to the form factors $V$ and $T_{1}$. In the remainder of the $B\to K^{*}$ amplitude, the contribution of the helicity-flipped operators enters with the opposite sign, i.e., $C_{7}\rightarrow C_{7}^{eff}$. We note that in all models with minimal flavor violation, like the SM, 2HDM, and MFV, the contributions of the flipped operators $O_{7,9,10}$ vanish in the $m_{t}\rightarrow 0$ limit. In the general non-diagonal MSSM scenarios, there are finite contributions even for a vanishing $s$-quark mass due to the neutralino-gluino-down-squark loops. However, under the assumption that no large cancellations happen, we can conclude from the data on $B(B\to X_{s}r)$ which bounds $|C_{7}^{eff}|^{2}+|C_{9}^{eff}|^{2}$ that $C_{7}^{eff}$ must be small compared to $C_{9}^{eff}$. Further, neglecting box diagrams, the helicity structure of the (penguin) loops responsible for $C_{9,10}$ can be related to the ones of the flipped photon penguin $C_{7}^{eff}$ and hence is sup-

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**TABLE VIII. Coefficients in units of $10^{-7}$ defined in Eqs. (6.13) and (6.14) in the KS prescription [29].**

<table>
<thead>
<tr>
<th></th>
<th>$a$</th>
<th>$b$</th>
<th>$c$</th>
<th>$d$</th>
<th>$e$</th>
<th>$f$</th>
<th>$g$</th>
<th>$h$</th>
<th>$j$</th>
<th>$k$</th>
</tr>
</thead>
<tbody>
<tr>
<td>$K$</td>
<td>0.193</td>
<td>0.068</td>
<td>0.068</td>
<td>0.230</td>
<td>0.163</td>
<td>0.097</td>
<td>0.045</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>$K^{*}$</td>
<td>13.119</td>
<td>0.197</td>
<td>0.196</td>
<td>1.760</td>
<td>0.995</td>
<td>0.236</td>
<td>0.083</td>
<td>0.943</td>
<td>0.089</td>
<td>0.061</td>
</tr>
</tbody>
</table>
pressed as well. We also note that we have neglected the effects of the neutral Higgs exchanges, which may lead to some inaccuracies for the decay $B \rightarrow (K, K^*) \tau^+ \tau^-$ in some parts of the SUSY parameter space. They are insignificant for the decays involving the $(K, K^*) \mu^+ \mu^-$ and $(K, K^*) e^+ e^-$ states, where most of the experimental searches will be concentrated.

We summarize our results: We have undertaken an improved calculation of the form factors in the decays $B \rightarrow (K, K^*) l^+ l^-$ in the light cone QCD sum rule approach. Using this framework, we have calculated the partial branching ratios, dilepton invariant mass spectra and the forward-backward asymmetry for these decays in the context of the SM. We have also undertaken a comparative study of the phenomenological profiles of these decays in a number of supersymmetric models. These include the SUGRA models, minimal-flavor-violation SUSY model, and a general flavor-violating SUSY framework using the mass insertion approximation. The role of the forward-backward asymmetry in the decays $B \rightarrow K^* l^+ l^-$ in searching for new physics is emphasized. We show that the large-$(\tan \beta)$ solution in the SUGRA models, but also some parameter space of the MIA model, yield FB asymmetries, which are strikingly different from the SM. In particular, the value of the dilepton invariant mass for which the FB asymmetry may become zero, $s_0$, may provide a precision test of the SM. A simple analytic expression for $s_0$ is derived, and we have argued that the form factor dependence in $s_0$ cancels in the large energy expansion approximation. We have analyzed the present data on $B\rightarrow X_s \gamma$ and existing limits on the decays $B \rightarrow (K, K^*) l^+ l^-$ to put bounds on the coefficients $C_9$ and $C_{10}$. While these bounds do not yet probe the SM, they do provide non-trivial constraints on extensions of the SM. In particular, the “best enhancement SUSY-MIA scenarios” for the branching ratios $B(B \rightarrow X_s l^+ l^-)$, shown for some chosen supersymmetric parameters in Ref. [33], are ruled out by the existing upper limit on the exclusive branching ratio $B(B^0 \rightarrow K^0 \mu^+ \mu^-)$ [34]. Finally, we show the dilepton mass spectra and the FB asymmetry for illustrative values of the supersymmetric parameters and argue that the decays $B \rightarrow (K, K^*) l^+ l^-$ hold great promise in unraveling new physics.

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