

A Conservative Perspective on Physics Beyond the Standard Model

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In the spirit of the FHEP program, I will present my personal perspective on pursuing physics beyond the SM. It is based on firmly grounded theoretical principles and focused only on effective theory within the 100 TeV order. In that sense it is very conservative, and different from most of the popular trends. It sees the flavor structure questions and the scale hierarchy issue as the only important notions to motivate model building thinking and seeks simplicity and beauty not less than that of the SM. I always tell my experimental colleagues that they should not listen to the theorists too much. However, if you have at least heard a lot of the more popular stories, I suppose it pays to hear also a different one. To the theorists, I hope to provoke some discussions or even debates. For the ones interest, and if time permits, I can also elaborate on some related superfield theoretical development.